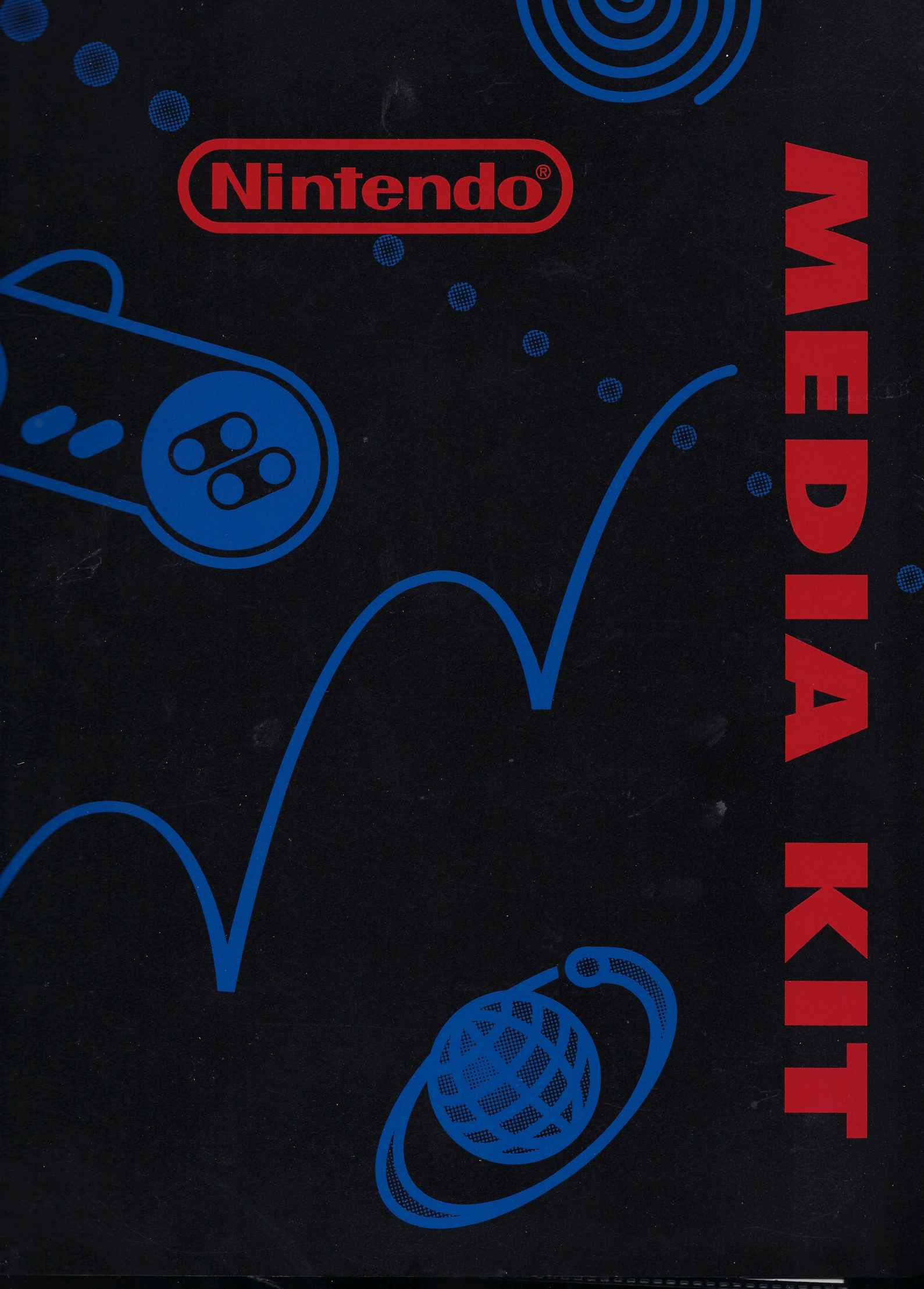
Nintendo®

MEDIA KIT



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For information on the fun world of Nintendo and the video game entertainment industry

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NINTENDO OF AMERICA

TOP 10 FACTS

- Nintendo of America Inc. has nearly an 80% share of the U.S. video game market.
- Nintendo of America Inc. has a 35% household penetration in the U.S., which means one out of every three homes owns a Nintendo® system.
- Nintendo of America Inc. has more than 70 million players [Nintendo Entertainment Systems® (NES)™, Game Boy® and Super Nintendo Entertainment System® (Super NES™)].
- Nintendo of America Inc. has sold more than 45 million game systems in the U.S. alone (33.3 million NES, 9.9 million Game Boy, 3.4 million Super NES).
- Nintendo of America Inc. and its developers project $4.7 billion in retail sales for 1992 (compared with $3.5 billion in sales for 1991). The video game industry projects $5.7 billion in retail sales for 1992 (compared with $4.4 billion retail sales for 1991).
- Nintendo of America Inc. received more than 7.2 million calls and letters from players last year and is projected to take 8 million calls and letters in 1992.
- Nintendo of America Inc. publishes **NINTENDO POWER®**, the largest subscription kid and teen-directed magazine in the U.S. with circulation of 1.2 million.
- Nintendo of America Inc. products are sold in more than 17,000 stores across the U.S., nearly twice the number of its largest competitor.
- Nintendo of America Inc. and its products are supported by 170 game developers and licensees worldwide.
- Nintendo of America Inc. will spend $150 million in marketing support in 1992, including $45 million in second half advertising.

Nintendo of America Inc.

COMPREHENSIVE STATISTICS

NES™ Hardware

- 33.3 million units sold to date since 1986
- More than 35 million units projected to be sold by year-end 1992
- 4.5 million units sold in 1991
- 4 million units projected to be sold in 1992
- An estimated 89 % of all NES™ units still in use

NES Software

- More than 215 million units sold to-date since 1986
- 42 million units sold by Nintendo® and its developers in 1991
- 35 million units to be sold in 1992
- More than 20 million "Super Mario Bros.™" game paks have been sold in the U.S. since its introduction in 1987
- 64 licensees and 66 developers contribute to a library of more than 500 games compatible with the Nintendo Entertainment System.

-- more --

COMPREHENSIVE STATISTICS *(continued)*

Game Boy® Hardware

- 9.9 million units sold since the system was introduced in July 1989
- 4 million units were sold in 1991
- 4 million units projected to be sold in 1992
- Household penetration to reach 13 % by year-end 1992
- Projected nearly $ 1 billion in retail sales for Game Boy products in 1992

Game Boy Software

- More than 40 million units sold to-date since Game Boy introduction in July 1989
- 18 million units sold in 1991
- 25 million units projected to be sold in 1992
- 51 licensees and 69 software developers producing games
- 170 titles currently available in software library
- Over 45 titles will be introduced in the second half of 1992
- By the end of 1992, Game Boy will have amassed a 215 title game library

-- more --

COMPREHENSIVE STATISTICS *(continued)*

Super Nintendo Entertainment System® Hardware

- 2.1 million units sold in 1991 (August - December)
- 6 million units projected to be sold in 1992
- Projected $2.1 billion in retail sales for Super NES products in 1992
- 95 active software developers/licensees working on Super NES games

Super Nintendo Entertainment System Software

- 5.5 million units sold in 1991
- 20 million units to be sold in 1992
- 70 software titles available currently with 125 titles available by Christmas 1992

-- more --

COMPREHENSIVE STATISTICS *(continued)*

Nintendo Customer and Merchandising Support

- A team of more than 200 game counsellors are on hand seven days a week to answer 50,000 calls per week from Nintendo fans seeking game tips and strategies
- 200 customer service representatives take nearly 100,000 calls weekly for assistance on Nintendo products
- Over 50 correspondents respond to 5,000 or more letters weekly in English, Spanish and French
- The monthly **NINTENDO POWER®** magazine is the highest paid-subscription publication in the 8-15 age category, with a circulation of nearly 1.2 million
- WORLD OF NINTENDO
    - more than 6,000 locations
    - more than 600 licensed products
    - many locations feature Nintendo World Class Service® for in-store diagnosis and repair of the Nintendo Entertainment System
- 145-person merchandising team makes more than 7,000 visits monthly to Nintendo retailers

STATISTICS AT-A-GLANCE

Sales for the Home Video Game Industry
Billions of Dollars (U.S.)

Year	Nintendo and its Licensees	Industry
1985/86	300 million	400 million
1987	800 million	1.1
1988	1.7	2.3
1989	2.7	2.3
1990	3.4	4.0
1991	3.5	4.4
1992 (Projected)	4.7	5.7

U.S. Household Penetration (NES)

Year	Percentage of U.S. Homes
1985/86	1%
1987	4%
1988	12%
1989	22%
1990	30%
1991	34%
1992 (Projected)	37%

U.S. Household Penetration (Game Boy)

Year	Percentage of U.S. Homes
1988*	1%
1990	5%
1991	9%
1992 (Projected)	13%

*7/89 - 12/89

U.S. House Penetration (Super NES)

Year	Percentage of U.S. Homes
1991*	2%
1992	9%

*8/91-12/91

Nintendo of America Inc.

Primary Player Demographics

	NES	GAME BOY	SUPER NES
	12/85 - 12/91	6/89 - 12/91	9/91 -12/91
Gender			
Male	71%	56%	86%
Female	29%	44%	14%
Age			
>6	8%	7%	5%
6-11	33%	22%	26%
12-17	24%	24%	32%
18-24	10%	12%	12%
25-34	15%	15%	13%
35-44	6%	16%	7%
45+	4%	5%	5%
Total 18+	35%	47%	37%

PRODUCT

Nintendo®

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Don Varyu
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16-BIT SALES SOLIDIFY NINTENDO POSITION AS WORLD LEADER IN VIDEO GAMES

CHICAGO (MAY 28, 1992) -- Strong first half sales for the 16-bit Super Nintendo Entertainment System®, spurred by a new price point, have solidified Nintendo's position as the undisputed world leader in all three platforms of video games systems.

Since its introduction in August of 1991, the Super NES has moved comfortably past the competition in the 16-bit market. "The Super NES is projected to more than double the sales of Genesis in the U.S. this year, for a Super NES 16-bit market share of more than 65 percent," says Peter Main, Nintendo vice president of marketing. "With sales of six million units of hardware and 20 million units of software, the Super NES will achieve combined retail sales in excess of two billion, one hundred million dollars."

In early May, Nintendo reduced the suggested retail price of its Super NES system to $149.95, and early reports from retailers indicate a further surge in sales, outselling the Sega Genesis by a wide margin.

Main attributes the success of the 16-bit system to the same strategy that spelled undisputed market leadership in the 8-bit and portable categories. "Many people questioned our decision not to rush to market with 16-bit technology," he says.

-- more --

"But we know that at any level, the name of the game is games.

"Logically players want a high level of game sophistication and excitement from a system which promises just that. By Christmas, we'll have 125 titles on retailers shelves designed specifically for the 16-bit system, not 8-bit technology adapted to the 16-bit format. And at every step, as the library of quality titles has grown, so have our sales."

The most prominent software release of 1992 is "The Legend of Zelda: A Link to the Past." The first two games in the Zelda series combined to sell more than seven million units, and the new game has the potential to become the best selling game ever. In the eight months of 1992 following introduction, Nintendo projects sales of more than two million units. In just six weeks following introduction onto retailers' shelves, Zelda III has sold over 250,000 units. No Nintendo title in history has sold so many units so fast.

Nintendo's support of the Super NES system includes the popular infrared firing device accessory, the Super NES Super Scope 6. The company is announcing a new title, "Battle Clash," which takes full advantage of the Super NES Super Scope capabilities and aiming precision for the first time.

Nintendo asserts this same strategy will prove triumphant with the introduction of CD ROM drives for video games. Main says that at this point, games companies "run the risk of introducing yesterday's technology, with considerably less than great games. With the price points for CD ROM being relatively high, there will be no strong market until there is exciting software to support the hardware. The disappointing rollout of the competition's CD ROM drives in Japan underscores the point. We will not introduce new hardware until either our own game designers or our almost 170 worldwide independent developers and licensees have produced games that offer players real CD ROM technology and value for their investment."

In the realm of portable video games, Nintendo's Game Boy has become the industry standard, and a billion dollar business all by itself. This is projected to be the

biggest year ever for Game Boy, with sales of four million units of hardware, and 25 million software game paks. This year, the company's commitment to quality game play brings "Lunar Chase, " with 3-D graphics, and "Super Mario Land 2," a game which is "light years beyond" any other Mario game ever for the Game Boy. They are only two of over 45 new Game Boy games to be introduced in the second half of 1992.

The success of the Game Boy system is spurred, to no small degree, by its diverse demographic appeal. Players are split evenly between male and female, and between adults and children. Although less than three years old, the installed base for Game Boy systems this year will exceed 10 million units, constituting 85 percent of the portable game market.

The technical advancements of 16-bit and portable technology are attractive enough to frequently obscure the fact that the video games industry still is driven by the 8-bit system. Nintendo has sold more than 60 million NES systems worldwide, 33 million of those in the U.S. With one Nintendo unit in every three American homes, the product is far more familiar to U.S. consumers than either the compact disc player or the personal computer.

Nintendo represents 95% of the 8-bit American market, this year projecting sales of another four million hardware units, and 35 million software paks. Support for the system is buoyed in 1992 by release of another 50 games for the NES system, bringing the total available titles to an impressive 550.

The video games industry in 1992 is projected to approach six billion dollars in sales Nintendo alone will account for approximately 80 percent, or $4.7 billion. Nearly half of all revenues will come from the NES and Game Boy hardware and software sales.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America, and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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Contact: Don Varyu
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NEW NINTENDO TITLES STRETCH LIMITS OF VIDEO GAME PLAY

CHICAGO (May 28, 1992) -- The most revolutionary creative tool ever devised for home video games...3-D graphics for the hand-held Game Boy®...and twin, simultaneous-perspective road racing, highlight dramatic new software titles from Nintendo of America Inc. for the second half of 1992.

With a total of 11 new titles introduced by Nintendo of America Inc. today, coupled with more than 165 new titles from third-party licensees during the remainder of 1992, there will be more than 850 games available for play on the three Nintendo systems by Christmas. The second half of 1992 will unveil more new games than at any other time in Nintendo history.

The massive product rollout is consistent with Nintendo's historic promise to deliver the best in game playing value to consumers.

SUPER NES™

"We've always said the industry has only started to scratch the surface with what 16-bit technology can do," says Bill White, Nintendo director of marketing and corporate communications. "But these games really deliver on the promise."

-- more --

Leading the way is **"Mario Paint and Mouse,"** which transfers the popular mouse controller from the personal computer world to video games. With the subsequent precision of control, and a wide range of colors, shapes and animations, the system is the ultimate tool for artistic expression, from pre-schoolers to junior high schoolers. It also allows composition of music, and the storage of backgrounds, musical scores and animated movement.

"Super Mario Kart" places the popular Mario characters in a go-kart racing game, with new technological advances. The game allows simultaneous race play, with independent 360 degree viewpoints of where on the course each kart is located. Either player may choose from "windshield" or "rear view mirror" perspectives. And a separate game on the pak allows two players to independently roam a rectangular field with full range of movement, in search of each other's vehicle.

"Battle Clash" is the first software pak which takes full advantage of the capabilities of the Super NES Super Scope infrared firing device, and offers two player capability. The game features rapid-fire turbo shooting, or the storage of charges for a much more powerful shot. The action is set in the future, and pits so-called standing tanks in high-tech duels, including several different weapons systems and nine different adversaries.

With **"Super Play Action Football,"** Nintendo brings the complex strategy, adverse weather conditions and season-long drama of football to video game play. Opposing players choose from 32 offensive and 16 defensive alignments, and compete at high school, college or professional levels of difficulty. Individual player statistics are maintained for a game or a season, and game headlines and summaries are recounted in newspaper-page layouts.

"Special Tee Shot" is like no golf game ever played--more like miniature golf under the physical laws of deep outer space. Two players compete on a course of checkerboard patterned geometric surfaces laid upon floating islands. The technology includes a DSP co-processor chip to enhance the realism of the calculations as the ball bounces off various

angled geometric surfaces and playing field obstacles. Abstract, futuristic settings, robots as caddies, and balls that go screaming into the dark night underscore the other-worldly atmosphere.

In all, six new titles from Nintendo of America Inc. and an estimated 70 new games from licensees for Super NES will make 125 titles in the Super NES library available for the Christmas season.

GAME BOY

Three dimensional play, a new four player game, and a markedly expanded Mario game are the headline introductions for the portable Game Boy system.

"Super Mario Land 2" brings the complexity of the home system Super Mario Bros. 3 to the portable Game Boy. This entirely new creation takes Mario to a world which features higher sophistication, bolder graphics and bigger, tougher enemies. Mario fights back with new jump-and-spin capabilities, and "bunny ears" which allow him to float through the air. Mario's partner, Yoshi, also makes his debut in a new title for Game Boy.

"Lunar Chase" brings 3-D graphics to the portable field. The difference is so telling that players will begin by undergoing extensive training in a simulator before entering one of ten realistic battle scenarios. It offers fast-paced action and dramatic depth of play for a handheld game.

"Wave Race" gives four players the chance to simultaneously race their own personalized water craft over 16 different slalom or circuit courses. Using the Game Boy Four Player Adaptor, the racers can battle each other or race against the computer. A battery pack permanently stores the best course times.

In **"Kirby's Dream Land,"** both experienced and novice players will be tested in a friendly challenge featuring the low-key hero, Kirby. In Dream Land, Kirby takes out after

pesky opponents whom he disposes of alternately by either inhaling them, or spitting them out. The simple play control will allow younger fans in on the fun, but the difficulty of play at higher level will test even experts.

The Game Boy library of titles will expand to over 200 by the holidays, including five new games from Nintendo of America, and some 45 new introductions from its licensees in the second half of the year.

NES

The 8-bit NES system still is the most popular in the world, featuring installation of more than 33 million systems to date, and software support of more than 500 games. The NES offers by far the highest level of software support for any system in the history of video game play.

With the introduction of Mario's popular sidekick **"Yoshi"** to NES as well as Game Boy, a wide variety of puzzles promise a new level of entertainment to players with any degree of skill. "Yoshi" has one or two player capability, and a range of sophistication to entice both older and younger players.

"Yoshi" is only one of 50 new NES titles to be announced in the second half of 1992, bringing the total library of titles for the 70 million NES players to more than 550.

# # #

Nintendo®

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Don Varyu
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"MARIO PAINT" LEADS WAY TO NEW ERA OF EDUCATIONAL SOFTWARE

CHICAGO (May 28, 1992) -- Nintendo of America Inc. today introduced "Mario Paint and Mouse," the most sophisticated paint system ever for the home video game platform As such, it is a significant step forward in augmenting the traditional entertainment role of video games with true creative and educational value.

For the first time, the ubiquitous mouse from the world of personal computers enters the home video games field. Consumers now will be capable of the kind of creative precision and detail which are simply impossible with other forms of controller, or other video game software programs. Coupled with animation and music composition functions, "Mario Paint and Mouse" comprises a creative tool not previously available in the video games market.

It already has received rave reviews from test groups. One parent said, "I feel they're treating kids more intelligently. This is good for their skills and helps make anyone feel like they can draw. I really like this."

A teacher added, "I can see (Mario Paint) in computer labs, for creative design, and in regular classrooms. I think it could appeal across the board--maybe even to an 18-year-

-- more --

old advanced art class for a school project." And one kid concluded, "This would be cool to own. I'd pick it over other games. You can do what you want with it."

While most 16-bit games have utilized technology to generate game action, "Mario Paint and Mouse" begins to show what the system can do educationally. It offers the color, selection, brush sizes and shape templates common to some other paint systems, but goes considerably further. Included are 15 hues and 75 textured backgrounds; 120 ready-made "stamps" and the full capability for the player to create his own; the ability to copy and move creations from one part of the screen to another; a music composition function; and full, nine-frame animation.

Unlike other systems, the artist also can cancel his or her last command, rather than being forced to erase the entire screen and start over. And the 256K RAM chip allows the artist to save a full "collage," consisting of one artistic background, one melody and one full animation sequence.

Nintendo already offers software that encourages development of educational skills, such as "Chessmaster" and "The Super NES Miracle Piano Teaching System." But for full creative outlet, there is nothing on the market to rival the potential of "Mario Paint and Mouse."

One young consumer summed it up best, "You can draw anything you want, and it's different every time you play. I would like to play for a long, long time."

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is headquarters for the company's marketing operations in North America, and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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ZELDA PROMISES TO BREAK RECORDS

CHICAGO (May 28, 1992) -- "The Legend of Zelda: A Link to the Past" has proved to be the hottest selling software game title of 1992, and may wind up the most popular video game of all time.

According to preliminary figures from Nintendo of America Inc. the third game in the popular Zelda series has sold approximately 250,000 copies in the first six weeks after release, and projections are for total sales of two million by year end.

The first shipments of the games were eagerly anticipated by Zelda enthusiasts. Many had been on waiting lists for months. One major retailer reported selling out of several thousand copies of the games in a single weekend.

At Nintendo's Game Counsellor center in their Seattle area offices, it is common for only a small portion of the thousands of daily phone calls to concern a specific game--at best, only three or four percent for any title. But by the middle of May, dedicated calls about the new Zelda sequel--only one of over 500 games played on Nintendo systems--had surpassed 60%. In one week of May alone, there were 92,000 calls to game counsellors about Zelda.

The Zelda games are already second in popularity only to the Mario Bros. series, and are supported by numerous licensed products.

-- more --

Zelda 2-2-2-2-2

"The Legend of Zelda: A Link to the Past" follows on the heels of two prior games, "The Legend of Zelda," and "Zelda II: The Adventure of Link." They combined to sell more than seven million games. In each of the series the elfin protagonist, Link, is called on to overcome a series of obstacles and pitfalls in the fantasy kingdom of Hyrule, in order to rescue the beautiful princess Zelda. Because its action sequences are not impossibly difficult or frustrating, and because it requires as much of reflection as reflexes, the game's appeal far surpasses that of simple action-adventure quests.

This newest game, designed for the 16-bit Super NES system, makes full use of its eight megs of memory. The realm of Hyrule depicted is enormous, with spectacular graphics in the form of powerful magic spells and giant adversaries. Sound is markedly improved, from footsteps on the stairs, rain on the roof, and a wide range of background scores. And the variety of play is virtually endless. Again using the amazing capabilities of the Super NES technology, consumers can play up to 100 hours and then save their progress to later continue exploring the many worlds of Hyrule.

Tim Dale, a Nintendo game counsellor, says "The beauty of this game is that there's no specific path you follow. There is no right or wrong way to go. You have the same objective as any other player, but the way you get there is entirely your own decision. Nobody is going to get tired of this game."

"The Legend of Zelda: A Link to the Past" carries strong appeal not only for 10-to-15 year old boys, but also for a sizeable female audience, and is widely popular with older players. The game was developed internally for Nintendo by NCL's Entertainment Analysis and Development department, the same group that works on the Super Mario Bros. series.

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NINTENDO FUN FOR HOSPITALIZED KIDS

CHICAGO (May 28, 1992) -- "Kids who are very sick, who don't feel like doing anything, bolt upright in their beds when offered this," according to Robin Hart of Chicago's St. Luke Hospital.

She's referring to the Nintendo Fun Center, a free-standing custom video center designed for hospitalized children. The center includes a color monitor, VCR, and Nintendo Entertainment System or Super Nintendo Entertainment System all contained in a colorful contemporary cart on wheels so it can be rolled up to a child's bedside.

Nintendo of America Inc. announces that it will join with Starlight Foundation International, donating a half of a million dollars to bring some 160 Nintendo Fun Centers in U.S. hospitals during the next year. Nintendo has issued an invitation to its network of 17,000 retailers to participate in the effort by underwriting additional Nintendo Fun Centers for hospitals in their local communities.

"During the past year we've received very positive feedback from doctors and nurses about the entertainment value of kids playing video games while they are being hospitalized," says Perrin Kaplan, Nintendo's manager of corporate communications.

-- more --

"Working with the Starlight Foundation, we'll place more than 160 Nintendo Fun Centers, at $3,000 per unit, in children's hospitals across the U.S.," Kaplan explains. "We're encouraging our retail partners to join us in the effort -- we want local hospitals to know there are many of us out here who care."

Nintendo officials hope retailer response to the program will enable the video giant to even double the number of Nintendo Fun Centers available to hospitals.

"Video game play has become one of the most popular forms of entertainment for kids in America," says Kaplan. "When we learned about the positive effects of game play with hospitalized kids, we created a program that would help meet an important need."

Since 1983, the Starlight Foundation has enhanced the lives of seriously ill children and their families through wish granting, recreational and entertainment activities for pediatric patients, and Starlight Express – an innovative program in children's hospitals that includes state-of-the-art media rooms and mobile entertainment centers. "Starlight helps more than 6,500 hospitalized children each month," explains Frank Wuliger, Chairman, Starlight Express. "Nintendo is providing a service that can't be measured in dollars, but can help a lot of children cope with long days in a hospital setting."

With more than an 80 percent share of the video market, Nintendo of America Inc. is the largest manufacturer of video game systems in the world. Nintendo of America Inc. markets their Nintendo Entertainment System, Super NES, and Game Boy handheld products worldwide. More than 50 million Nintendo systems are in play in the U.S. alone or one in three American homes.

###

BACKGROUNDER

NINTENDO POWER

The top Nintendo video game players know that in order to become true video game aficionados, it takes practice, practice, practice -- and a lot of reading. For those in search of video game success, NINTENDO POWER magazine has become as essential a video game play tool as their video game controllers or the Super Nintendo Entertainment System.

Published by Nintendo of America Inc., the four-color monthly publication is the definitive resource for information for more than one million readers about Nintendo's products, including the NES, Super NES, Game Boy, and hundreds of software titles and licensed items.

The magazine's most popular features, according to Nintendo's own research, are multi-page game reviews which offer readers game play tips, maps and character information for popular games, as well as glimpses of up-and-coming releases. Other highlights include a celebrity column, a player write-in section called the "Player's Pulse," product popularity polls and two colorful serialized comic strips added in early 1992. "The Legend of Zelda," is a 16-page, adventure style serial produced by Ihinomori Shotaro, one of Japan's preeminent comic strip studios. "Super Mario Adventures" is a lighthearted series featuring eight pages of the slapstick comedy of Mario and his brother Luigi, drawn by well-known Japanese comic strip artist, Charlie Nozawa. In addition, the magazine periodically adds special features such as dedicated game guides, posters and contests.

NINTENDO POWER grew out of the overwhelming consumer response to the FUN CLUB NEWS, created in 1985 to support players following the introduction of the Nintendo

-- more --

Product Fact Sheet

Nintendo Entertainment System

NINTENDO ENTERTAINMENT SYSTEM® (NES)™

The NES is an advanced interactive home video game system that offers game play experiences for every member of the family. Software for the system spans a broad range of game types, including challenging action games, mind-twisting puzzle games, intricate role-playing adventure games and action-packed sports games.

Once found only in expensive home computers, the built-in technology of the NES consists of a 2K byte built-in memory with a proprietary central processing unit (CPU) and a custom-designed picture processing unit (PPU). Within the CPU are a series of MMC chips, which help increase the audio and graphic performance of games played on the system.

The NES also has a 48-pin expansion port built into the bottom of the unit, allowing it to be expanded for future uses. Its 52-color screen images are arcade-quality and three-dimensional; each game is accompanied by audio background, complete with music and realistic sound effects.

Nintendo® researchers also have developed accessories not commonly associated with video games. Though not currently available in the U.S., these include a computerized knitting machine and home banking and stock trading by modem. Many games also offer simultaneous two-player involvement, while others will allow from one to four players to play simultaneously.

The NES was created by Nintendo Co. Ltd., the world's leading home video game company. Having started as a playing card manufacturer, Nintendo marked its 100th

-- more --

anniversary in 1989. The company introduced electronics to the Japanese toy industry in 1970 and has consistently been recognized as one of Japan's best companies by leading Japanese business journals. Its wholly-owned American subsidiary, Nintendo of America Inc., was established in 1980 and is based in Redmond, Washington, a suburb of Seattle.

The NES is currently sold in two configurations: the Challenge Set,™ and the Action Set®.

Challenge Set™

This includes:

- A Control Deck
- Two controllers -- rectangular, hand-held, directional pushpad devices
- The "Super Mario Bros. 3™" game pak, the hottest selling game pak of all time

Action Set®

This includes:

- A Control Deck
- Two controllers
- The NES Zapper®, a highly accurate light-sensing video gun
- One game pak, featuring two game titles, "Super Mario Bros. 3™" and "Duck Hunt®" (which works with the NES Zapper)

-- more --

NES Product Fact Sheet *(Continued)*

NES ACCESSORIES

- **The NES Advantage®**
  A full-size, arcade-style joystick with a weighted base, the NES Advantage is designed for either one-person or two-person play. Two turbo adjusters allow players to speed up the rapid-fire action. It also has a slow-motion feature, which decreases the speed of the game action in some games to simulate slow motion, thereby allowing players to surmount obstacles which would otherwise be more difficult.

- **The NES Max®**
  A joypad featuring a rotating thumb control which allows for heightened player accuracy and 360 degree movement. It incorporates two turbo buttons to double the speed of action for split-second responsiveness.

- **The NES Satellite™**
  Up to four players can plug in their Nintendo controllers to this wireless remote unit and then enjoy game play from as far away as 15 feet. Players' actions are relayed to the Control Deck via an infrared signal. The NES Satellite can accommodate virtually any Nintendo controller, including the NES Max, NES Advantage, NES Power Pad and NES Zapper light gun and has built-in turbo for high-speed action.

- **The NES Four Score™**
  A hard-wire remote control unit which, like the NES Satellite, allows up to four-player simultaneous action on specially designed four-player games. A six-foot cord permits additional distance from the Control Deck, and two turbo buttons give all players turbo power. NES Four Score works with the NES Advantage, NES Max and the NES controllers.

-- more --

NES ACCESSORIES *(Continued)*

- **NES Hands Free™**
  A hands-free controller which helps the physically challenged enjoy home video game play with the help of a "sip and puff" tube. Available directly from Nintendo in a variety of configurations, the basic unit is sold at the manufacturer's cost of $175, plus tax, shipping and handling.

- **The NES Cleaning Kit™**
  Everything needed to keep your Control Deck and game paks in peak operating condition. Includes cleaning card for Control Deck unit and cleaning wand for game paks.

NES GAME TITLES

There are seven game pak categories: an Action Series; an All Family Series; an Adventure Series; a Light Gun Series; a Sports Series; and a Four-Player Series.

More than 500 games, including those created by Nintendo and its developers, are available for the NES. Each software package is enclosed in a high-impact plastic cartridge and has a built-in computer memory card.

Action Series

- **Kung Fu** (copyright Irem Corp. 1984)
  Kick, jump and punch your way to victory as you attempt to rescue the fair Sylvia.

-- more --

NES Product Fact Sheet *(Continued)*

NES GAME TITLES *(Continued)*

All Family Series

- **Tetris™**
  In this Russian-developed mind-boggler, players must position falling blocks into rows without allowing any empty space in the completed rows.

- **Dr. Mario™**
  Earn your M.D. title by pitting multi-colored vitamins against an army of viruses in this challenging brain teaser. Offers simultaneous two-player option.

- **Yoshi™**
  Keep your plates clean against the onslaught of falling Goombas, Piranha Plants and Bloobers. Help Mario switch and shuffle the stacks to match the descending characters to keep your piles from growing too high.

Adventure Series

- **Super Mario Bros.®**
  Travel through endless worlds of adventure as you search for the Mushroom Princess in this international favorite.

- **Super Mario Bros. 2®**
  In a sequel to the all-time favorite "Super Mario Bros.," players join the brothers, Mario and Luigi, in a series of action-packed, all-new adventures.

-- more --

NES GAME TITLES *(Continued)*

- **Final Fantasy™**
  Already a best-seller in other parts of the world, this game challenges more advanced players as they assume the role of a warrior whose quest is to restore light to the magical orbs.

- **Super Mario Bros. 3®**
  The Mario brothers return for one of their biggest, most exciting adventures yet! All the old favorites, as well as new elements, including special suits that let you fly, knock out blocks and outswim deadly fish.

- **Startropics™**
  More plot twists, more character intricacies and more complex graphics are to be discovered in this four megabit adventure on a lush tropical island. Your goal -- to find and rescue your kidnapped uncle.

Light Gun Series

- **Barker Bill's Trick Shooting™**
  Blast floating balloons and spinning plates around tomatoes, eggs and watermelons in this fun-filled carnival trick shooter.

-- more --

NES Product Fact Sheet *(Continued)*

NES GAME TITLES *(Continued)*

Sports Series

- **NES Open Tournament Golf™**
  Graphics and play value in this new golf title are powerful; players can put backspin on the ball, get close-up views of the cup or move high or low on the fairway. The champion competes against a choice of 35 computerized golfers.

Four-Player Series

- **NES Play Action Football™**
  It's play-by-play action in the Nintendo Power Bowl, where you pick the strategy and lead your team in a charge for the goalposts. Also for use by up to four players with the NES Satellite or NES Four Score.

- **Super Spike V'Ball™** (copyright 1988/1989 Technos Japan Corp.)
  Jump up and block an opponent's spikes, dive to dig a cross court strike, or set one up for a smash that can't be returned. Play in the American Circuit, the Nintendo World Cup, on sand courts, or aboard an aircraft carrier. For up to four players with the NES Satellite or the NES Four Score.

- **Nintendo World Cup™**
  Dribble, pass and score goals in this fast-paced soccer game. Playing fields range from grass to ice!

FOR MORE INFORMATION

Contact: Don Varyu
or Karyl Levinson
Hill and Knowlton
206.682.6944

Product Fact Sheet
Game Boy

GAME BOY®

Game Boy is a portable video game system that allows video game enthusiasts to take Nintendo Entertainment System® (NES™) action anywhere. It features an 8-bit central processing unit, interchangeable game cartridges and detailed graphics on an LCD screen, as well as earphones that provide digital stereo sound. The system comes complete with 4 AA batteries. Game Boy's Game Link™ cable hook-up also offers the opportunity to join multiple systems in competition. With the Four-Player Adapter, up to four players can compete head-to-head.

The range of software being developed for Game Boy mirrors that of the NES, with titles that appeal to players of all ages and skill levels. Warranty card data indicates that nearly 50 % of Game Boy primary users are over 18. Fifty-six percent of primary users are male and 44 % female.

GAME BOY SYSTEM

The Game Boy System includes:

- A compact handheld unit, 4" by 6", with a LCD screen (weighing less than one pound)
- Stereo earphones for private play
- Game Link™ cable to link two Game Boy systems for two-player competition
- Four AA batteries, playable for 30 hours

-- more --

Game Boy Product Fact Sheet *(Continued)*

GAME BOY ACCESSORIES

- **Four-Player Adapter --** A unique accessory that allows up to four Game Boy systems to be joined for simultaneous competition on selected games. (Sold separately, or with "F-1 Race™" game pak)

- **Game Boy Hip Pouch Carrying Case --** A zipped nylon hip pack with room for Game Boy, Game Link™ cable, earphones and several game paks.

- **Game Boy Carrying Case --** Includes belt attachment and room for Game Boy, Game Link cable, earphones and four game paks.

- **Rechargeable Battery Pack/AC Adapter --** Rechargeable battery pack supplies power for 10 hours of continuous play. Indoors the unit can also be used as an AC adapter.

- **Game Boy Cleaning Kit --** Everything you need to keep your Game Boy and Game Boy game paks in top condition. Includes cleaning card for Game Boy unit and cleaning wand for game paks.

GAME BOY TITLES

- **Tetris™**
  A unique version of the fascinating building block puzzle game, "Tetris" is a Game Link game for simultaneous multiple player action.
  (Included with Game Boy)

- **Alleyway®**
  Break through a screen gridlock in a ping-pong match with a deadly energy ball.

-- more --

GAME BOY TITLES *(Continued)*

- **Super Mario Land™**
  Mario hits the small screen in a challenging new adventure set in a beautiful kingdom built on ancient ruins.

- **Baseball**
  It's fast-paced ballpark action for one or two players as you take your team around the bases to victory. Two-player action provided via the Game Link cable.

- **Tennis**
  It's game, set and match when you challenge Game Boy or use the Game Link cable to take on a friend in head-to-head competition.

- **Golf**
  Calm strategizing and sure dexterity are necessary to master the realistic challenges out on the links. Two players can play simultaneously with the Game Link cable.

- **SolarStriker™**
  Repel wave after wave of opponents in this galactic action game, as you combat an armada of enemy spaceships with lasers, phasers and photon rockets.

- **Dr. Mario™**
  A fast-paced brain teaser. Destroy the virus by stacking multi-shaded vitamins that fall from the top of the screen.

-- more --

Game Boy Product Fact Sheet *(Continued)*

GAME BOY TITLES *(Continued)*

- **Balloon Kid™**
  Assist a young heroine in search of her brother, navigating hot-air balloons past rough terrain and wild animals.

- **Qix®** (Copyright 1981 Taito)
  An arcade classic, this brainteaser asks you to claim your territory by drawing complete shapes before the enemy gets too close.

- **Radar Mission™**
  Two naval adventures are included in this package. Track enemy motion with a submarine's sophisticated sonar and periscope vision, and fire torpedoes and guns; or confront the enemy with guided missiles on battleships. For one or two players.

- **F-I Race™**
  The first four-player game for Game Boy. Precision steering and nitro-burning speed are critical at the wheels of Formula 1 cars, blazing down 12 international circuits. Includes Four-Player Adapter.

- **Nintendo World Cup™**
  Dribble, pass and score goals in this fast-paced soccer game. Playing fields range from grass to ice.

- **Play Action Football™**
  Realistic football action comes to Game Boy. Choose from eight teams, each with their unique plays. Four levels of play ensure challenge for players of all abilities. Two players can play simultaneously with the Game Link cable.

-- more --

GAME BOY TITLES *(Continued)*

- **Super R.C. Pro Am®**
  Skidding oil slicks and hazardous hairpin turns require strategy and finesse in this four-player radio-controlled racing game. Players can, while on the track, pick up faster motors, better tires, roll cages and stronger batteries, and use bombs and missiles to throw off other racers. (Four Player Adapter sold separately).

- **Metroid II® -- Return of Samus™**
  The long-awaited sequel to the NES hit "Metroid®," "Metroid II -- Return of Samus" brings back this fast-paced sci-fi thriller for a new chapter with new moves and an even bigger hero. Space Hunter Samus Aran returns to battle a planet crawling with evil creatures bent on universal domination. A battery back-up allows you to save your progress as you fight to the heart of the planet and search for the merciless Metroid leaders.

- **Kid Icarus® of Myths and Monsters™**
  For mythology buffs the NES hit comes to Game Boy, and the hero, Pit, once again must battle the forces of evil.

FOR MORE INFORMATION

Contact: Don Varyu or Karyl Levinson
HILL & KNOWLTON
206.682.6944

Product Fact Sheet

Super Nintendo Entertainment System

SUPER NINTENDO ENTERTAINMENT SYSTEM® (SUPER NES™)

The Super NES, the third in the Nintendo product line and Nintendo's most advanced home video game system, offers enhanced graphics and digital stereo sound. Introduced in late August, 1991, the new 16-bit system has outsold the combined full-year sales of the two other competing systems in only four months.

Features of the Super NES include:

- 16-bit CPU, two custom picture processing units (PPU's)
- Digital stereo sound with eight sound channels from a DSP chip
- Four layers of scrolling screens, giving a 3-D effect
- 32,768-color palette allows 256 colors on screen simultaneously
- 2 3/4" by 9 5/8" by 8" Control Deck that plugs into conventional televisions or color monitors
- Two ergonomically designed, eight-button controllers
- "Super Mario World™" game pak, the latest in the popular Mario adventure series
- RF switch and cables for easy hook up (alongside the NES or by itself)

Super NES Product Fact Sheet

SUPER NES ACCESSORIES

- **Super NES Super Scope 6™**
  Designed as a shoulder pack, Super NES Super Scope 6 allows players to use infrared technology to aim with pinpoint accuracy at the video game screen from virtually any position in the room. The Super NES Super Scope 6 comes with a complete library of six games on one game pak, each with at least 30 levels of play. Three of the games are part of the "Blastris™" series and the other three are part of the "LazerBlazer™" series.

- **Super NES Cleaning Kit**
  Everything a player needs to keep the Super NES Control Deck and Super NES game paks in peak operating condition. Includes Control Deck cleaning cartridge and game pak cleaning wand.

SUPER NES GAME TITLES

More than 125 game titles from Nintendo and its licensees will be available for the Super NES by Christmas 1992.

- **The Legend of Zelda® - A Link to the Past™**
  Fans return to the land of Hyrule in this third installment in the "Zelda®" series, which begins with "The Legend of Zelda™," and "Zelda II - The Adventure of Link™." In the Super NES version, the predecessors of Link and Zelda must face monsters on the march when an evil magician takes over the kingdom. Super evil foes and intricate traps and puzzles are presented with the startling clarity made possible by the Super NES.

-- more --

Super NES Product Fact Sheet *(Continued)*

SUPER NES GAME TITLES *(Continued)*

- **Mario Paint and Mouse**

The most sophisticated and creative educational tool ever devised for the home video game platform. Starting with a blank screen, players paint their own masterpieces using 15 primary colors, 75 textured backgrounds, 120 ready-made "stamps," four-, six- or nine-frame animation, and letters, numbers and punctuation in either of two font sizes. They can even compose their own musical score, and add it to their artwork. Mario Paint and Mouse brings the first mouse controller to the video game format, allowing a precision and detail of control never before possible. A "collage" consisting of an art background, single animation and musical composition, can be stored using the 256K RAM chip.

- **Battle Clash**

The popular infrared firing device, Super NES Super Scope 6, is used to its full effectiveness in the futuristic combat of Battle Clash. Adversaries in the form of robotic, standing tanks, are joined on the field of battle in a host of world cities, already ravaged by war. One or two players join forces in their own standing tank to try to disarm nine different quickly moving and all-too-tough opponents.

- **Super Mario Kart**

The popular host of Mario characters jump into go-karts for the most realistic road racing game in Nintendo history. Even if two drivers run the course simultaneously, each will have a fully independent viewpoint of his position on the track. He may choose to look through the windshield, the

-- more --

SUPER NES GAME TITLES *(Continued)*

- **Super Mario Kart** *(Continued)*

rear-view mirror, or get a bird's eye view from overhead. A separate game on the pak allows two players to simultaneously run a rectangular field with total range of motion, searching each other out for bumper-car collisions.

- **Special Tee Shot**

Imagine a miniature golf course in outer space, defying the earthly laws of gravity and motion. That's Special Tee Shot, thirty-two holes featuring undulating, checkerboarded holes floating in the stratosphere. Players must carefully calculate the power and angle of each shot, the position of geometrically shaped obstacles, and the realization that a mishit shot will send the ball literally screaming off into space.

- **Super Soccer**

Dazzling graphics, life-like dribbling and passing, and the roar of the crowd bring the thrill of world-class soccer action to the home video screen. The moves of the goalie and the speed of the shots give game players a "down-on-the-field" perspective like never before.

- **Super Play Action Football™**

Players enjoy a complete season of pro NFL football, creating their own schedule from any of 28 teams where, if they do well, they may end up at the Super Bowl; or college football in which their rankings rise and fall. Players can choose from up to 32 offensive and 16 defensive formations. The Super NES graphics offer a radar view of the entire field, and the game offers a unique practice mode so players can try their hand at place kicking, punting and passing.

-- more --

Super NES Product Fact Sheet *(Continued)*

SUPER NES GAME TITLES *(Continued)*

- **Super Tennis™**
  The 16-bit graphics and digital stereo sound of this game bring a new realism to the video game tennis court. "Super Tennis" offers amazing variety -- master ground strokes, serves and footwork on hard courts, clay and grass. Players can go head-to-head against the computer, challenge a friend or opt for doubles.

- **LazerBlazer™**
  This science fiction series of three games simulates the action of a military trainer. Players use Super NES Super Scope 6 accessory to defend their planet against missiles and alien ships and use radar to track enemies and anticipate their approach. (Packaged with Super NES Super Scope 6)

- **Blastris™**
  This three-game series includes "Blastris A," "Blastris B" and "Zap-A-Mole." Players fire on floating block patterns to fit them into solid lines in "Blastris A." In "Blastris B," falling cubes spin when they are hit and matched up with cubes of the same color. In the third game, the Mole Patrol™ goes after a crew of cantankerous blue "molians" that have moved into furry pink "molian" craters. (Packaged with Super NES Super Scope 6)

- **Pilotwings™**
  Precision skydives, biplane pinpoint landings, testing experimental rocket packs, hang gliding, or piloting attach helicopters are among the many options at this exclusive flight school.

-- more --

Super NES Product Fact Sheet *(Continued)*

SUPER NES GAME TITLES *(Continued)*

- **F-Zero™**
  Up to four proton-powered hovercars from all over the galaxy bumper-race at 500-mile and hour speeds. Acceleration curves, car design modifications and exploding mines add to the excitement of space-age racing.

- **Sim City®**
  An enhanced version of the award-winning PC game offers realistic simulation of city planning. As mayor, the player builds from scrubland to metropolis, balancing industrial, residential and commercial zones, sets tax rates and contends with problems such as gridlocked traffic, crime, pollution and residents demanding a football stadium. The mayor faces his electorate regularly for a performance evaluation. Based on the mayor's performance, the city grows or becomes a ghost town.

1992 SECOND HALF

SUPER NES

NES

GAME BOY

SUPER NES SUPER SCOPE 6

NEW PRODUCTS

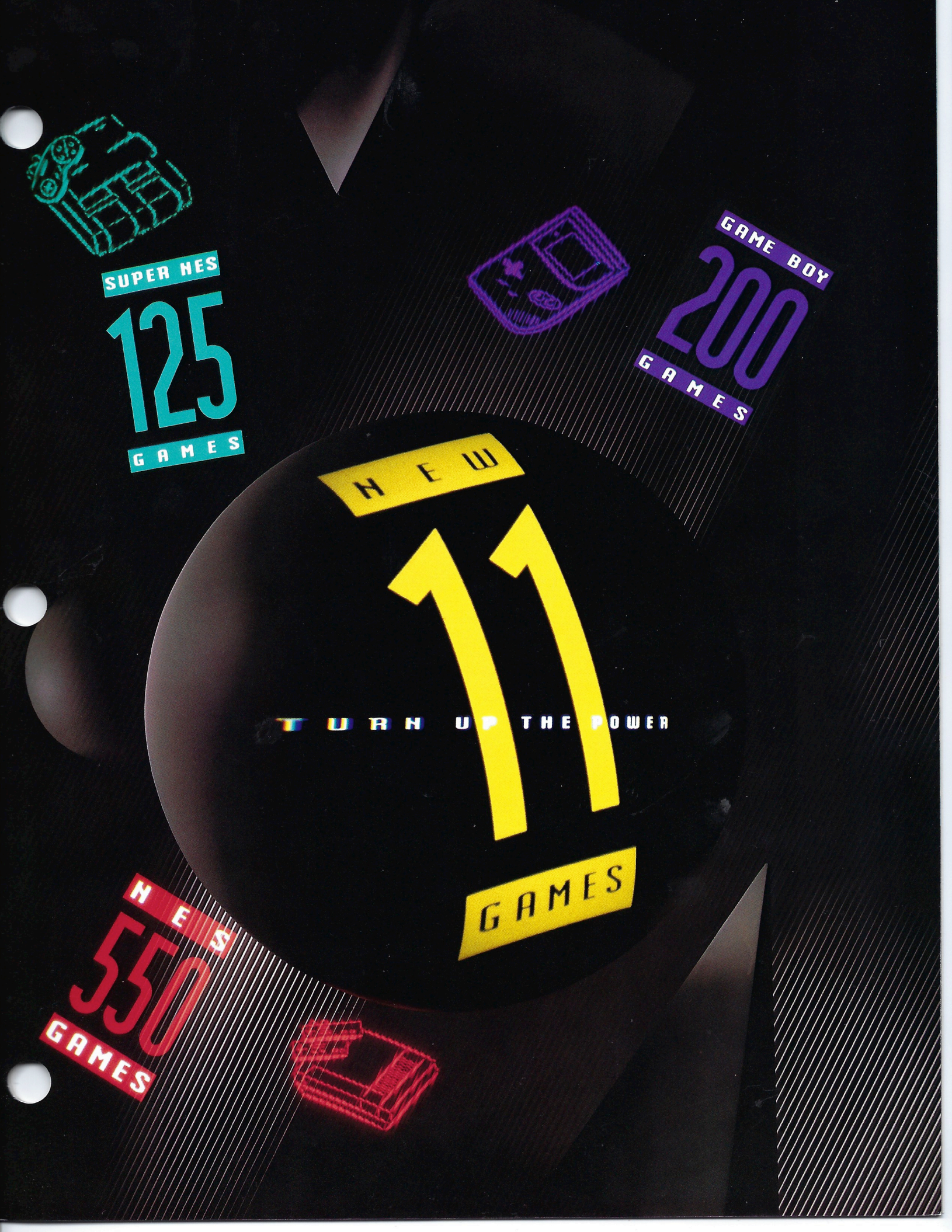
Software Sells Hardware In the second half of 1992, Nintendo will turn up the power and sell record numbers of both. New Nintendo titles will be introduced every month between now and December, providing a constant stream of new games. Add new licensee games and the software libraries will push to over

125 **Super NES titles**

200 **Game Boy titles**

550 **NES titles**

by December! All of the new software and accessories take advantage of the incredible technological prowess of the Super NES,™ the widespread appeal of Game Boy® and the enduring fun of the NES.™ And Nintendo will back you with more major national broadcast and print advertising, special promotions, in-store programs and merchandising support than you've ever seen before! In 1992, it's Nintendo. More than ever.


SUPER NES
125
GAMES
GAME BOY
200
GAMES
NEW
11
GAMES
TURN UP THE POWER
NES
50
GAMES

SUPER NES BATTLE CLASH

ORDER CODE
SNS P BT

ADVERTISING
National television targeting kids and teens

MERCHANDISING
No-charge signage available

RELEASE DATE
October 1992

The Super NES Super Scope 6™ created a new dimension of excitement and demand. Since its introduction, that incredible demand has remained high, helping drive Super NES hardware sales even higher. And now, Battle Clash™ will add to the sales excitement with a new level of action that will make the Super NES Super Scope even hotter! Battle Clash features an incredible new two-player capability and multiple game sequences. It allows the player to choose different weapons systems and introduces nine different challengers! Most important, any Super NES owner that doesn't already have the Super NES Super Scope will want to get one . Now.

SUPER NES

SUPER MARIO KART

ORDER CODE
SNS P MK

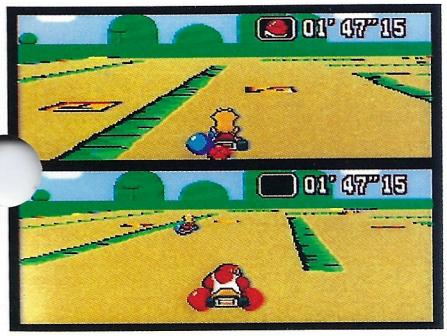
ADVERTISING
National television targeting kids and teens

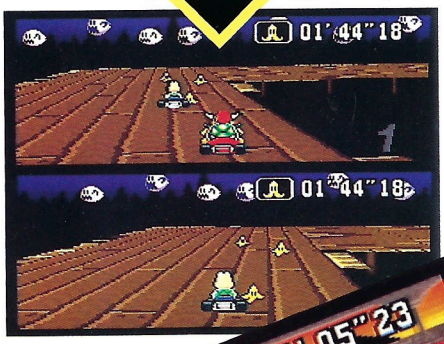
MERCHANDISING
No-charge signage available

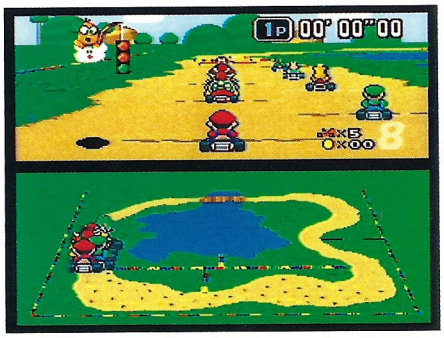
NINTENDO POWER
Feature coverage

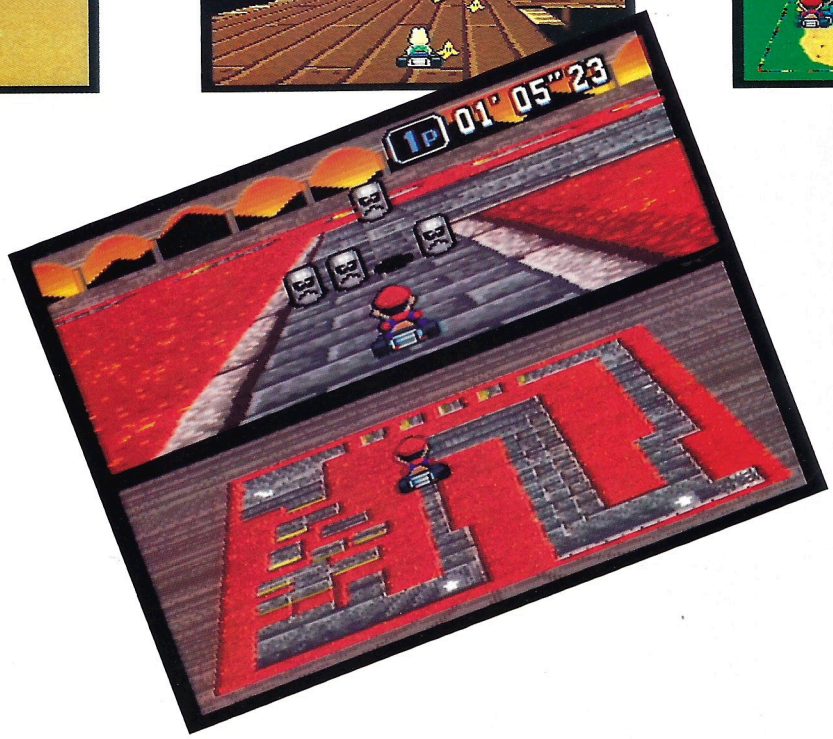
RELEASE DATE
October 1992

Speed. Control. Surprises. All the elements that made F-Zero™ a national hit find another level of sophistication in Super Mario Kart™! The technical innovations of the Super NES provide the platform for incredible split-screen views that give new meaning to two-player games — each player in the head-to-head mode has his own view of the course, simultaneously! Super Mario Kart demonstrates the advantage of technological sophistication applied to a great racing game format. The surprises provided by the competing drivers add new, unexpected twists! Even the race course itself plays an active part. Racing fans will want it for head-to-head competition and the unique split screen action! Mario fans will want it for Mario! You'll want it for solid sales!









PARENTS LOVE MARIO PAINT*

"I think Mario Paint is great. There are just so many options."

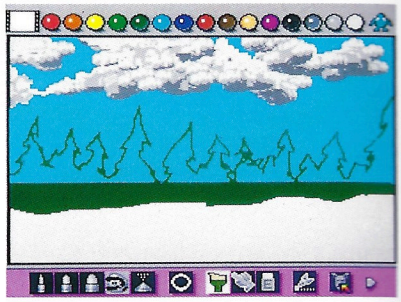
"I liked it. Kids need to use their imaginations instead of someone else's."

TEACHERS WANT MARIO PAINT IN THE CLASSROOM*

"I can see Mario Paint in computer labs, for creative writing, and in regular classrooms."

"Benefits? Creativity, music, learning, you're problem solving and you're using hand/eye coordination."

MARIO PAINT LETS YOU CREATE YOUR OWN SCENES,



SUPER NES

MARIO PAINT

ORDER CODE
SNS P MPHM

ADVERTISING
National television with separate campaigns targeting kids and adults

MERCHANDISING
Custom signs and displays

NINTENDO POWER
Feature coverage

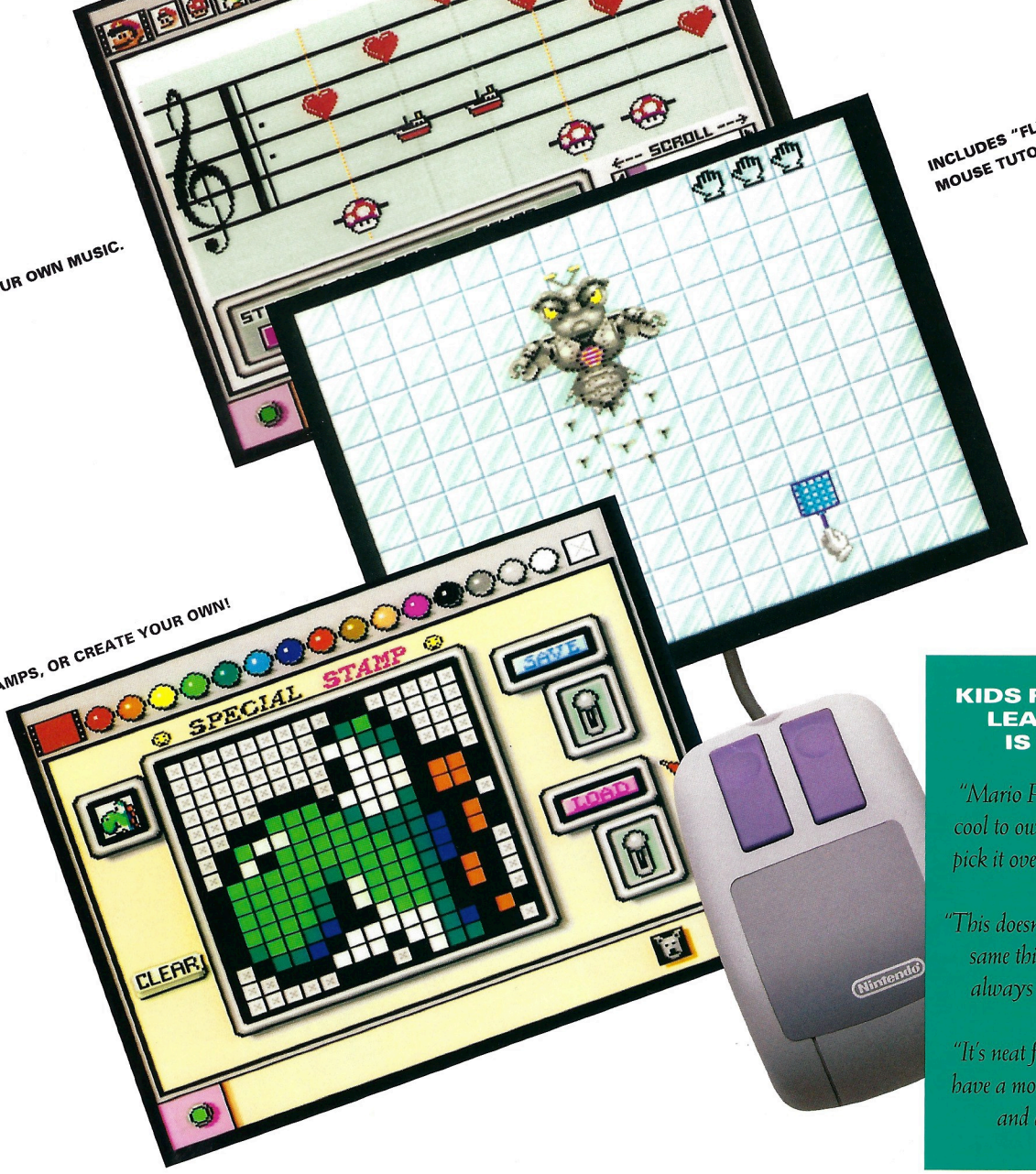
RELEASE DATE
August 1992

The technological breadth of the Super NES finds a powerful focus with Mario Paint.™ And the appeal is even more powerful. For kids, it offers the ability to compose music, draw, color, even animate their own creations! For parents, Mario Paint and its tutorial represent the fulfillment of the home video game promise — to provide a truly educational product that combines interaction and learning with fun! Mario Paint includes a mouse and mouse pad, creating a combination of capabilities and audiences offering retailers an unprecedented sales opportunity. And Nintendo will drive that opportunity higher with national advertising targeting kids and their parents.

COMPOSE YOUR OWN MUSIC.

INCLUDES "FLY SWATTER" MOUSE TUTORIAL.

EDIT FROM OVER 120 STAMPS, OR CREATE YOUR OWN!



KIDS FIND OUT LEARNING IS FUN*

"Mario Paint would be cool to own and I would pick it over other games."

"This doesn't have to be the same thing — it can always be different."

"It's neat for Nintendo to have a mouse — it's new and different."

ADDING COLOR, SHADING AND DETAIL AS YOU GO.

THEN YOU CAN ANIMATE THE SCENES AND EVEN

COMPOSE YOUR OWN SOUNDTRACK!

** Verbatim quotes from research among junior high teachers, parents, and kids, ages 6 - 14. April 1992.*

SUPER NES

SUPER PLAY ACTION FOOTBALL

ORDER CODE
SNS P SF

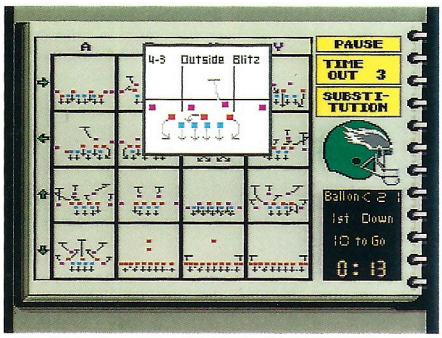
ADVERTISING
National television targeting teens supporting Super NES sports titles

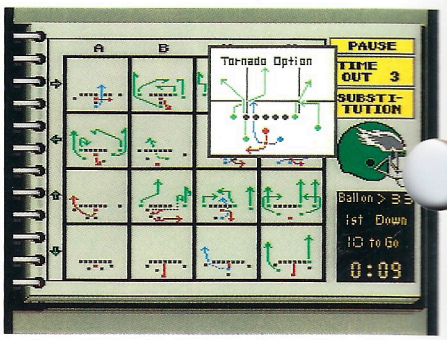
MERCHANDISING
No-charge mobile/counter display available

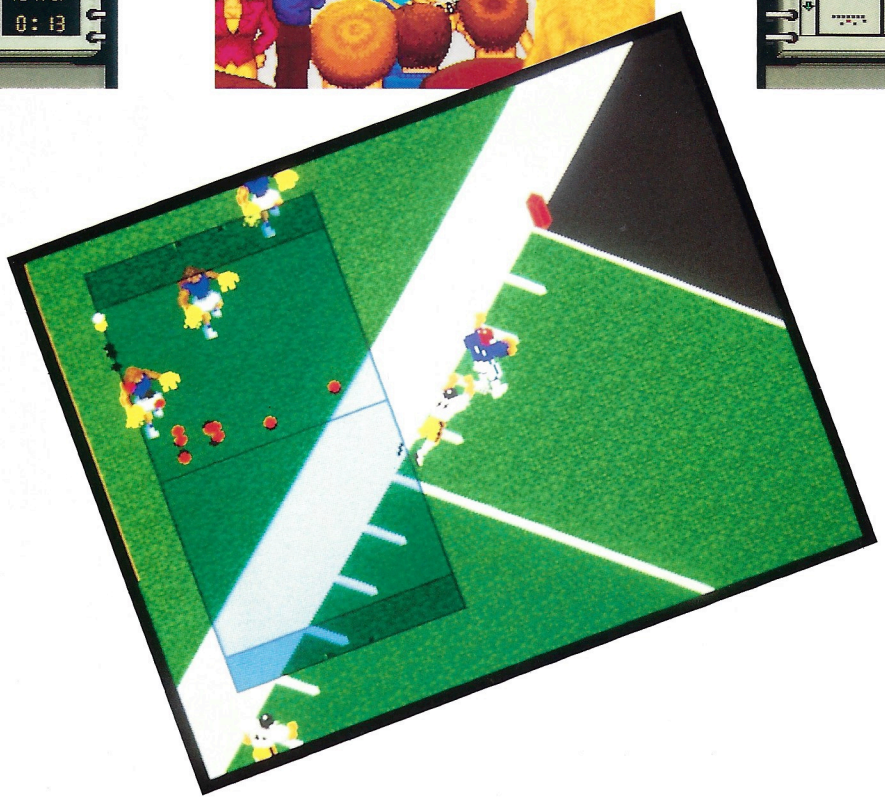
RELEASE DATE
August 1992

Team NFL

The fact is that the game of football is more involved, more complex than any video game system has ever been able to completely handle. It's strategy. It's the standings. It's the fans, the turf and the weather. The Super NES has the power and Super Play Action Football™1 has the program! Choose from high school, real college or NFL teams. Realistic playbooks diagram 32 offensive and 16 defensive formations! It even features The Nintendo Football News, a newspaper that reports game results, standings and stats! It's the real thing because only the Super NES has the power to make the complexities of real football come to life at the touch of a button!







SUPER NES

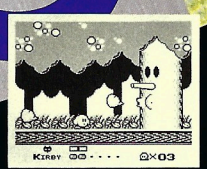
SPECIAL TEE SHOT

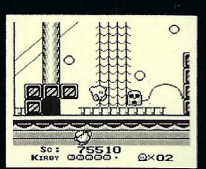
ORDER CODE
SNS P CG

NINTENDO POWER
Feature coverage

RELEASE DATE
September 1992

New technology demands a new way of playing. Special Tee Shot™ breaks some home video game traditions with an entirely new golf experience. The dramatic perspectives, slanting fields, bold graphics and three dimensional environments are possible only thanks to the custom, high-powered CPUs and PPUs of the Super NES. The action is a combination of natural effects like wind speed and direction, obstacles that recall pinball machines, and a ball that seems to have a personality of its own! Special Tee Shot could be the first look at a new type of video game that uses recognizable elements in completely new, simulated environments!





GAME BOY

KIRBY'S DREAM LAND

ORDER CODE
DMG P KY

ADVERTISING
National television targeting kids and teens

NINTENDO POWER
Feature coverage

RELEASE DATE
August 1992

The Game Boy® system has always delivered innovative games, and Kirby's Dream Land™2 is another one. Kirby is a truly endearing creature, designed to appeal equally to girls and boys. The scale of the game is large, so that characters are very expressive, with a strong presence on the screen. Game control is outstanding as Kirby inhales, exhales, floats, runs and flies through his adventures. Specially animated segments link one phase of the game to another with an entertaining wit and style that is uniquely Kirby! Funny, surprising and charming, Kirby adds a gentle element to the excitement and tradition of great adventure games.

GAME BOY

SUPER MARIO LAND 2

ORDER CODE
DMG P MQ

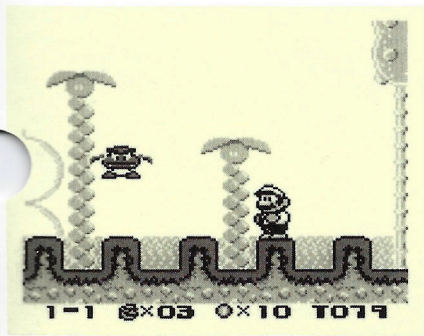
ADVERTISING
National television targeting kids and teens

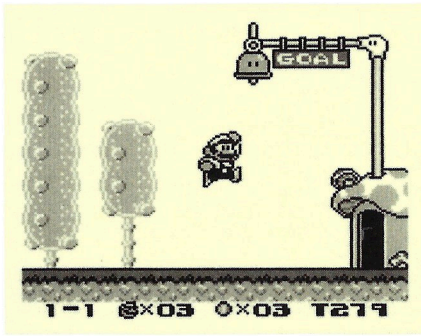
MERCHANDISING
No-charge signage available

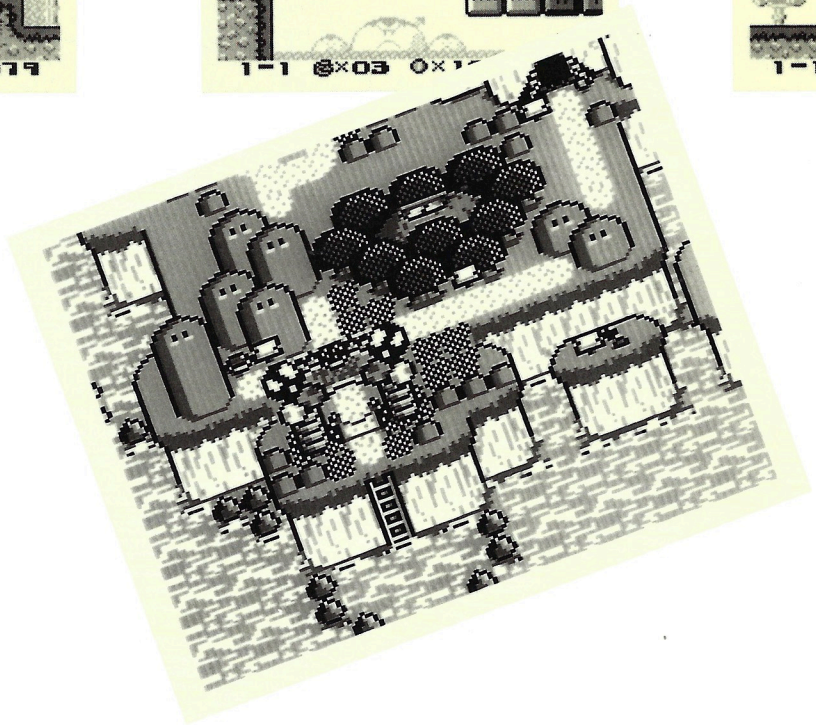
NINTENDO POWER
Feature coverage

RELEASE DATE
November / December 1992

It's nice to have something you can count on. A sure bet. Like Super Mario Land 2,™ the sequel to the biggest selling Game Boy adventure of all time. But the difference here is very obvious — Super Mario Land 2 introduces new enemies, new stages, new abilities in an entirely new world. It will satisfy new players with its increased sophistication, bolder, more detailed graphics and high adventure. For the Mario aficionado, the wait is over! Bigger in scale than Metroid II,® Super Mario Land 2 features an internal battery back-up to let players save their progress. And you'll have Nintendo to back you up, with tremendous advertising and sales support!







GAME BOY

LUNAR CHASE

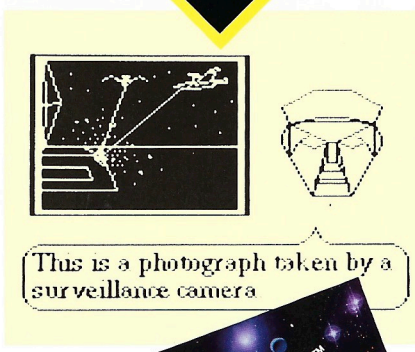
ORDER CODE
DMG P EC

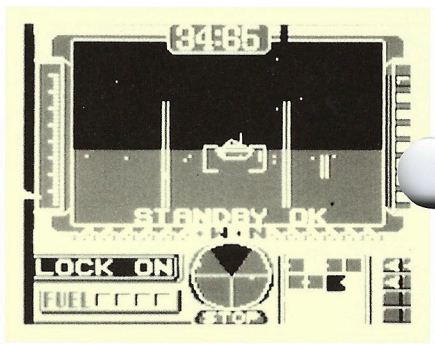
NINTENDO POWER
Feature coverage

RELEASE DATE
To be announced

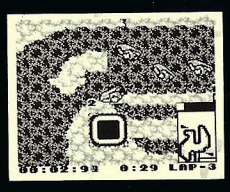
More innovations for Game Boy — Lunar Chase™ will surprise players with its action and adventure. And it features something more — incredible 3-D graphics! The game is so new, the only way we could start it was by providing an extensive training simulator that will teach players all the capabilities of their special battle tank!

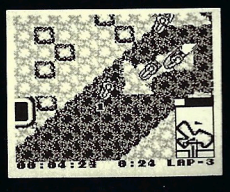
Then, it's time to choose one of ten incredible battle scenarios that range from above the planet's surface to the secret underground passageways that contain essential supplies. Complex, fast-paced, with incredible depth of play, Lunar Chase is a great addition to the continuing success of sci-fi action games!





GAME BOY WAVE RACE



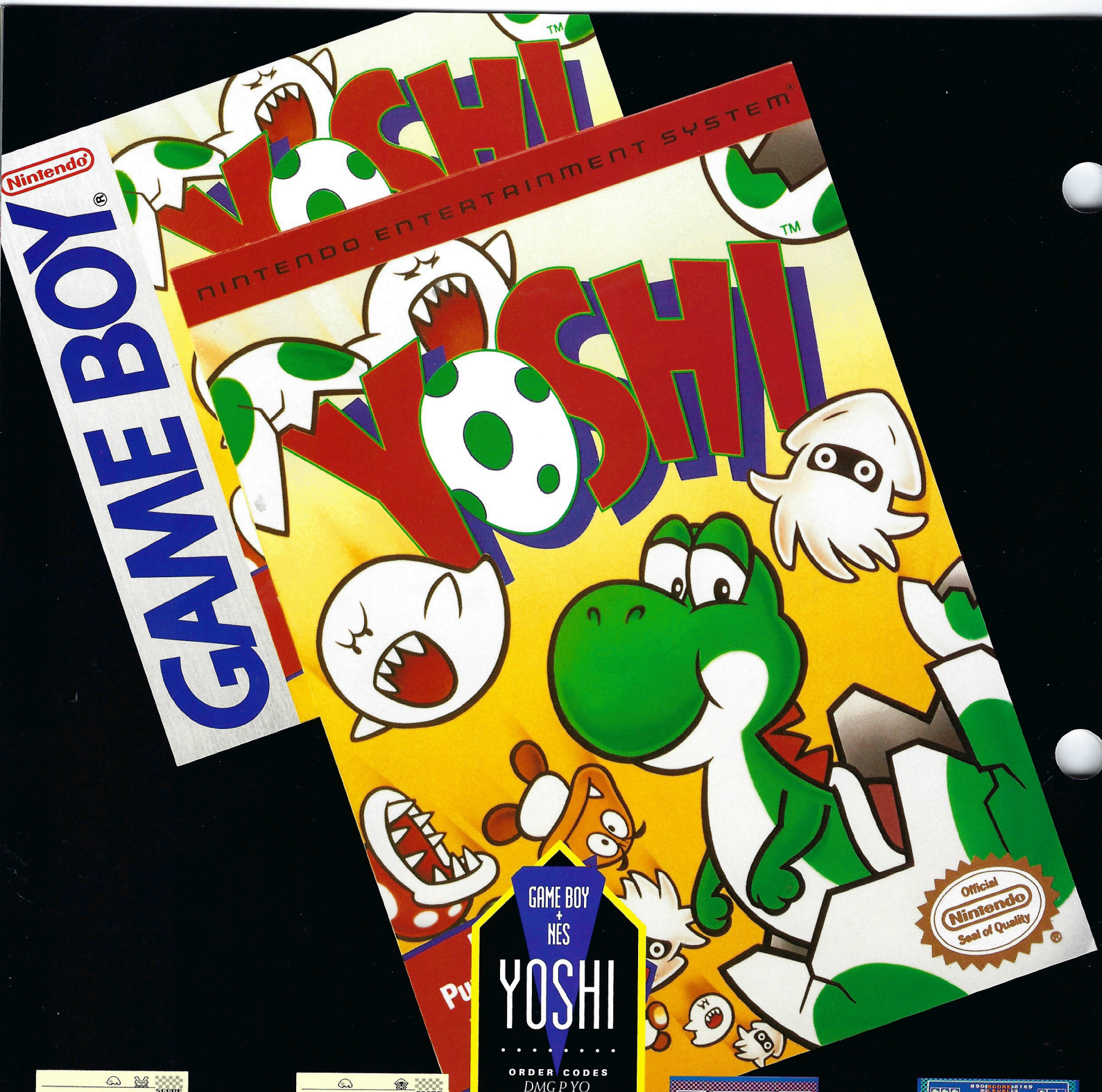


ORDER CODE
DMG P WA

NINTENDO POWER
Feature coverage

RELEASE DATE
July 1992

The Game Boy Four Player Adapter is about to get a real work out! F-1 Race® set the standard for four-player interactive Game Boy action in an all-out international auto racing challenge. Wave Race™ takes to the water with a new kind of racing challenge for one to four players. Each player can choose a Personal Water Craft with one of three powerful engines. There are sixteen international courses and special Slalom and Circuit events. Players can go head-to-head, or individuals can compete against the computer. And a special battery back-up system stores the best course times. Wave Race will add a new facet to racing games, and software sales!



GAME BOY + NES

YOSHI

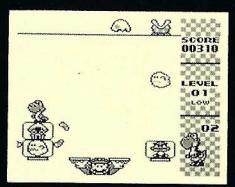
ORDER CODES
DMG P YO
NES P YM

ADVERTISING
National television targeting kids and teens

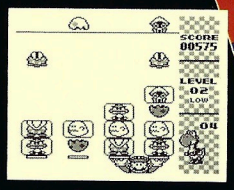
MERCHANDISING
No-charge mobile/counter display available

NINTENDO POWER
Feature coverage

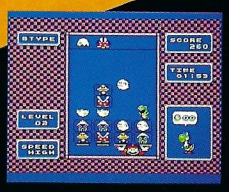
RELEASE DATE
Available now



GAME BOY



GAME BOY



NES

NES

A software library succeeds or fails depending upon the variety it offers. Yoshi™ adds an exciting, for-all-ages puzzle game to the NES™ and Game Boy libraries. The game stars some of Mario's old enemies and his newest friend — Yoshi! Players choose from several different modes, so as soon as one method is mastered you can choose to go to a higher level, or try a different set of problems to solve. Yoshi is also a great two-player game, giving players even more options in their quest for victory! For friends, for the family, Yoshi is challenging fun!

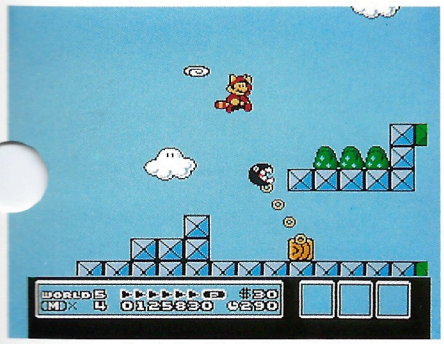
NES CHALLENGE SET

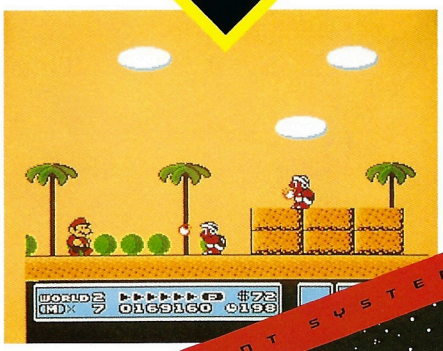
ORDER CODE
NES S CDUM

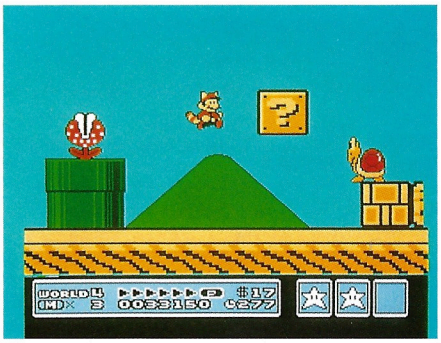
MERCHANDISING
No-charge vac-formed counter display available

RELEASE DATE
Available now

Each and every week, over 70 million players switch on their NES and find themselves on distant planets, TV quiz shows, in the middle of a championship football game, or in the depths of an incredible palace. The world's biggest library, the biggest selling video games. And new players keep coming! The NES appeals to everyone — young and old, new players and the pros. The Challenge Set™ is priced to be an incredible value and comes with the most popular system and the biggest selling video game of all time, Super Mario Bros. 3™! It's just a small part of what the NES offers players and retailers alike. Nintendo and its licensees will keep releasing great new titles for every system we sell. But it's important to remember what got us here, and what will keep sales strong. And nothing does that like the international standard for home video game action, the Nintendo Entertainment System.®







NINTENDO ENTERTAINMENT SYSTEM
CHALLENGE SET
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▪ VIVID COLORS & SOUND
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SUPER MARIO 3 BROS.
Nintendo

NEW SOFTWARE EXPLOSION

125 SUPER NES TITLES
EXPECTED BY YEAR END —
75 NEW TITLES FROM
NINTENDO AND LICENSEES!
200 GAME BOY TITLES
EXPECTED BY YEAR END —
OVER 45 NEW TITLES FROM
NINTENDO AND LICENSEES!
550 NES TITLES EXPECTED
BY CHRISTMAS —
OVER 50 NEW TITLES FROM
NINTENDO AND LICENSEES!

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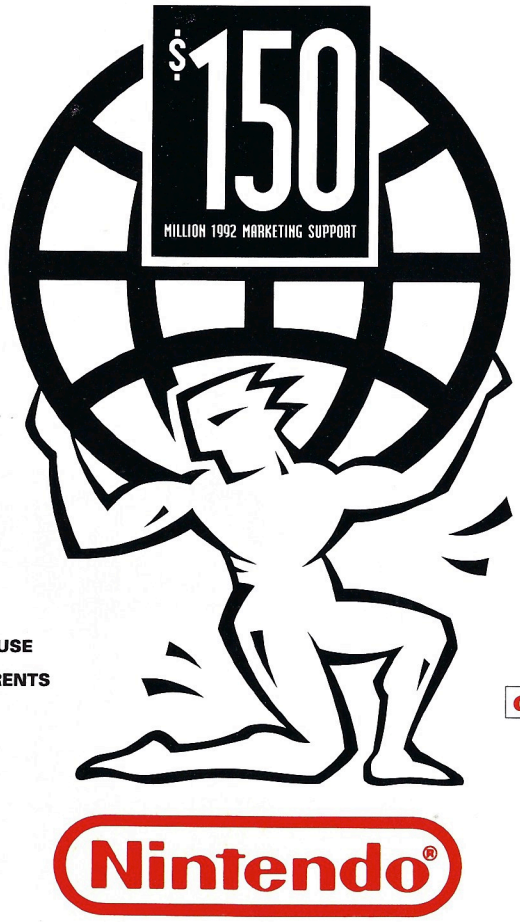

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1992 SECOND HALF

SUPER NES

NES

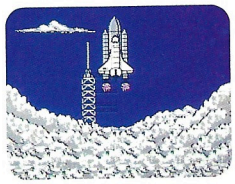
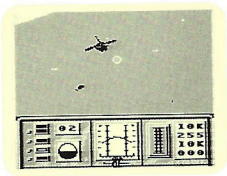
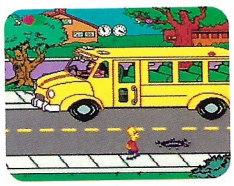
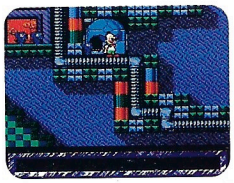
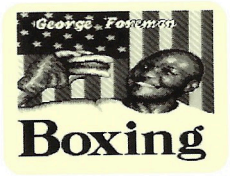
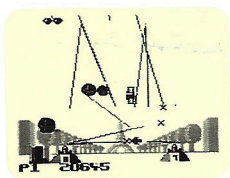
GAME BOY

SUPER NES

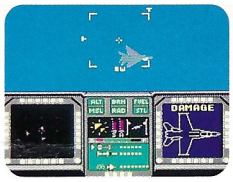
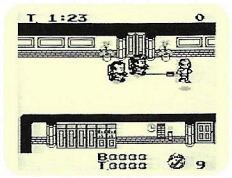
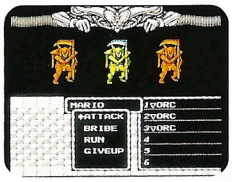
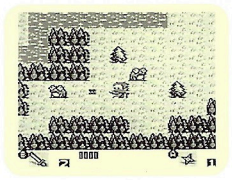
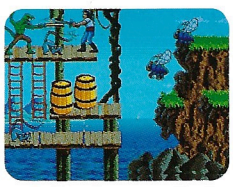
Over 600 titles Adventure. Action. Sports. Puzzles. For the Super NES,™ NES™ and Game Boy®! Play baseball with Nolan Ryan. Overcome criminals with RoboCop. Wrestle with Hulk Hogan. Find out of this world adventure with Star Wars. Beat the bad guys in Home Alone, or explore creepy corners in the Addams Family.

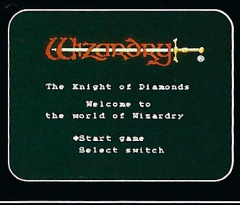
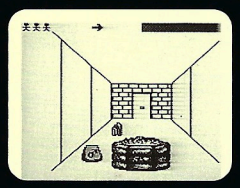
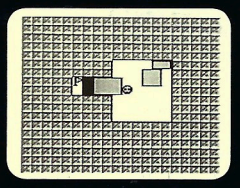
You'll find games based on hit motion pictures, games endorsed by sports superstars, games to appeal to every age and every interest. Each Nintendo licensee is dedicated to the high standards that must be met to earn the Official Nintendo Seal of Quality.®

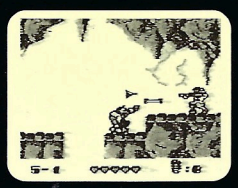
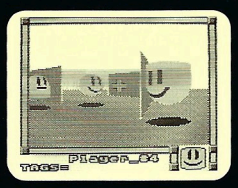
Take the time to look through these games. Chances are they're probably the games your customers are looking for right now.

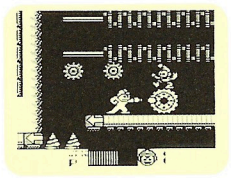
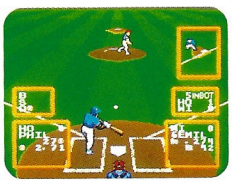
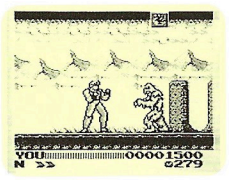
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Absolute Entertainment *251 Rock Road* *P.O. Box 116* *Glen Rock, NJ 07452* *201 / 652-1227* *James Charne* *Garry Kitchen*	Super NES		***Super Battletank: War in the Gulf*** *Amazing Tennis*	√ *1992*
	NES		***Space Shuttle Project*** *Race America* *Battletank*	√ √ √
	Game Boy		***Turn and Burn*** *The Rescue of Princess Blobette* *Super Battletank* *Cross Word Challenge*	√ √ *1992* *1992*
Acclaim Entertainment, Inc. *71 Audrey Avenue* *Oyster Bay, NY 11771* *516 / 922-2400* *Gregory Fischbach,* *Robert Holmes,* *Sam Goldberg,* *Barry Taylor*	Super NES		*Populous* *Super Smash TV* *Krusty's Super Fun House* ***The Simpsons: Bart's Nightmare*** *George Foreman's KO Boxing* *Super High Impact*	√ √ √ *1992* *1992* *1992*
	NES		*Total Recall* *Narc* *Swords & Serpents* *Arch Rivals* *Double Dragon III* *The Simpsons: Bart vs. The Space Mutants* *Smash TV* *Trog* *The Simpsons: Bart vs. The World* *Wizards & Warriors III* *Ferrari Grand Prix Challenge* ***Krusty's Fun House*** *George Foreman's KO Boxing* *Simpsons 3* ***Accessories:*** *Double Player System*	√ √ √ √ √ √ √ √ √ √ √ *1992* *1992* *1992* √
	Game Boy		*The Punisher: Ultimate Payback* *Double Dragon II* *The Simpsons: Escape from Camp Deadly* *Ferrari Grand Prix Challenge* ***George Foreman's KO Boxing*** *Double Dragon 3* *Simpsons 2*	√ √ √ √ *1992* *1992* *1992*
Accolade, Inc. *550 S. Winchester Blvd.* *Suite 200* *San Jose, CA 95128* *408 / 996-1435* *Marian Alessi*	Game Boy		***Missile Command*** *Asteroids* *Centipede* *Universal Soldier*	√ √ *1992* *1992*

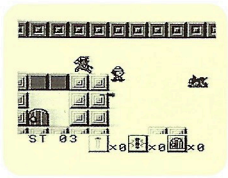
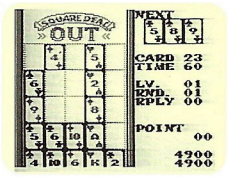
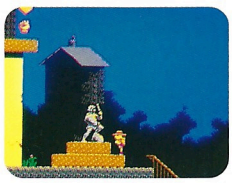
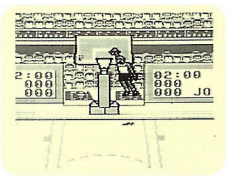
Game Screen featured is identified in bold.

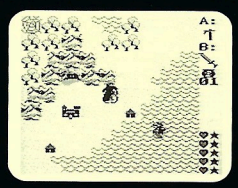
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Activision *11440 San Vicente Blvd.* *Los Angeles, CA 90049* *310 / 207-1600* *Malcolm A. Kuhn*	Super NES		*Shanghai II* *Mechwarrior*	*1992* *1992*
	NES		***Ultimate Air Combat*** *Die Hard* *Sword Master*	√ √ √
	Game Boy		***Ghost Busters II*** *Malibu Beach Volleyball* *Heavyweight Championship Boxing* *Trailblazers*	√ √ √ *1992*
Advanced Gravis Computer Technology Ltd. *7400 MacPherson Avenue* *Suite 111* *Burnaby, BC* *Canada V5J 5B6* *604 / 434-7274* *Ron Haidenger*	NES		***Accessories:*** *Gravis Joystick*	 √
American Sammy Corp. *2421 205th Street* *Suite D-104* *Torrance, CA 90501* *310 / 320-7167* *Norman Evangelista*	Super NES		***Might & Magic II*** *Wanderers From Ys III* *Battle Blaze* *Might & Magic III*	√ √ *1992* *1992*
	NES		*Vice: Project Doom* ***Might & Magic***	√ *1992*
	Game Boy		***Ninja Taro*** *Rolan's Curse II*	√ √
American Softworks Corp. *228 East 45th Street* *11th Floor* *New York, NY 10017* *212 / 972-6262* *Paula Doyle*	Super NES		***Sküljagger: Revolt of the Westicans*** *Super Power Punch*	*1992* *1992*
	NES		***Power Punch II*** *Mutant Virus*	√ √

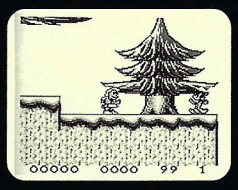
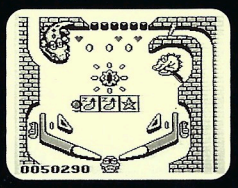
CONTACT	SYSTEM		PRODUCT	AVAILABLE
American Technos, Inc. 19200 Stevens Creek Blvd. Suite 120 Cupertino; CA 95014 408 / 996-1877 Greg Rice	Super NES		Super Bowling The Combatribes	1992 1992
	NES		Games 'N The Hood	1992
Asciiware ASCII Entertaiment Software, Inc. 366 A Lakeside Drive Foster City, CA 94404 415 / 570-6200 Alan Chaplin, Michael Rothman Terry Ross	Super NES		Dominus Spellcraft **Accessories:** AsciiPad	1992 1992 √
	NES		**Wizardry II: Knight of Diamonds**	√
Asmik Corporation of America 50 N. La Cienega Blvd., #214 Beverly Hills, CA 90211 310 / 854-9774 Toshiyuki Futamura, Kelly Akers	Super NES		**Xardion** D - Force Lennus	√ √ 1992
	NES		**Wurm: Journey to the Center of the Earth** Jack and the Bean Stalk	√ 1992
	Game Boy		**Mysterium**	√
Atlus Software, Inc. 17145 Von Karman Avenue Suite 110 Irvine, CA 92714 .714 / 263-0582 John Yamamoto	Super NES		Blaze - On Metal Jack	1992 1992
	NES		**Golf Grand Slam** Wacky Races Widget	√ √ 1992
	Game Boy		**A-mazing Tater**	√

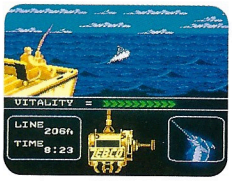
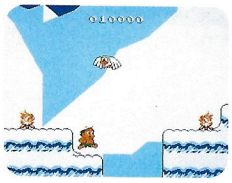
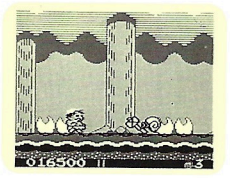
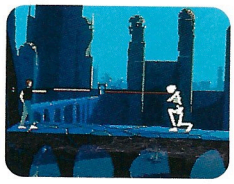
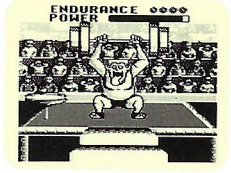
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Bandai America, Inc. *12851 East 166th Street* *Cerritos, CA 90701* *310 / 926-0947* *Shin Ueno*	Super NES		***Ultraman*** *Toxic Crusaders*	√ *1992*
	NES		***Toxic Crusaders*** *Rocketeer* *Legends of the Diamond* *Ultimate Journey*	√ √ √ *1992*
	Game Boy		***Toxic Crusaders*** *Extra Bases*	√ √
Beeshu Inc. *930 Carter Road* *Suite 236* *Winter Garden, FL 24787* *407 / 877-2100* *Ron Gehring*	NES		***Accessories:*** *Zipper Joypad* *Zinger Joystick* *Ultimate Superstick* *Zoomer Flight Yoke*	 √ √ √ √
Bullet - Proof Software, Inc. *8337 154th Avenue N.E.* *Redmond, WA 98052* *206 / 861-9200* *Howard Lazzarini*	Super NES		***FaceBall 2000*** *Hermetica*	*1992* *1992*
	NES		***Hatris*** *Hermetica*	√ *1992*
	Game Boy		***FaceBall 2000*** *Hatris*	√ √

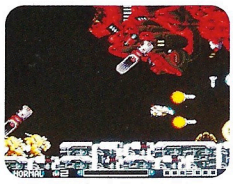
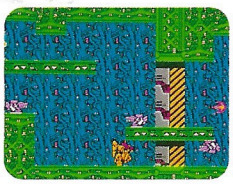
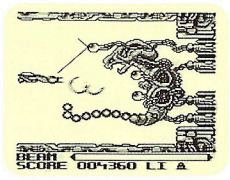
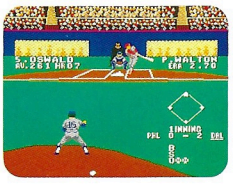
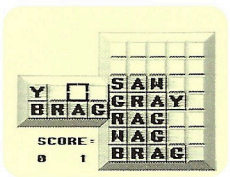
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Capcom USA *3303 Scott Blvd.* *Santa Clara, CA 95054* *408 / 727-0400* *Joe Morici*	Super NES		*Super Ghouls 'N Ghosts* *UN Squadron* *Final Fight* *Magic Sword* ***Street Fighter II*** *Super Buster Brothers* *Masters of Monsters* *Mickey Mouse* *Capcom's NFL Football*	√ √ √ 1992 1992 1992 1992 1992 1992
	NES		***The Little Mermaid*** *Adventures in the Magic Kingdom* *Chip 'n Dale: Rescue Rangers* *Little Nemo: The Dream Master* *Mega Man 3* *TaleSpin* *Snow Brothers* *Mega Man 4* *GI Joe: The Atlantis Factor* *Darkwing Duck* *Capcom's Gold Medal Challenge* *Gargoyles Quest* *Mega Man 5*	√ √ √ √ √ √ √ √ 1992 1992 1992 1992
	Game Boy		***Mega Man II*** *Gargoyles Quest* *DuckTales* *Mickey's Dangerous Chase* *Mega Man - Dr. Wily's Revenge* *Snow Brothers Jr.* *Bionic Commando* *The Little Mermaid* *TaleSpin*	√ √ √ √ √ √ 1992 1992 1992
Culture Brain *15315 N.E. 90th* *Redmond, WA 98052* *206 / 882-2339* *Jim Steen, Winson Tam*	Super NES		***Super Baseball Simulator 1.000*** *Super Ninja Boy* *Golden Fighter* *Golden Empire*	√ 1992 1992 1992
	NES		***Baseball Simulator 1.000*** *Flying Warriors* *Little Ninja Brothers* *Fighting Simulator: World Champ*	√ √ √ 1992
	Game Boy		***Fighting Simulator: 2 in 1*** *Ninja Boy* *Ninja Boy 2*	√ √ 1992
Data East USA *1850 Little Orchard St.* *San Jose, CA 95125* *408 / 286-7080* *S. Ikawa, L. Warren* *B. Collins*	Super NES		***Joe & Mac*** *Ultrabots: Sanction Earth*	√ 1992
	NES		***Captain America & the Avengers*** *Joe & Mac*	√ 1992

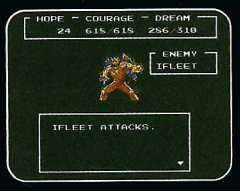
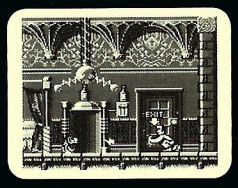
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Data East USA, continued	Game Boy		***Nail n' Scale***	√
			Tumple Pop	*1992*
DTMC Inc. *370 Convention Way* *Suite 202* *Redwood, CA 94063* *415 / 367-9891* *Edward Ventura*	Super NES		*California Games II*	*1992*
	NES		*Moon Crystal*	*1992*
	Game Boy		***Square Deal***	√
			Lazlos' Leap	*1992*
Electro Brain Corp. *573 East 300 South* *Salt Lake City, UT 84102* *801 / 531-1867* *Ronald A. Johnson*	Super NES		***Raiden Trad***	√
			"Best of the Best" Championship Karate	*1992*
			Metal Masters	*1992*
			Fist of the North Star	*1992*
	NES		***Stanley: The Search for Dr. Livingston***	√
			Eliminator Boat Duel	√
			Ghoul School	√
	Game Boy		***High Stakes***	√
			Brain Bender	√
			Mousetrap Hotel	*1992*
			Metal Masters	*1992*
			"Best of the Best" Championship Karate	*1992*
			V.S. Battler	*1992*
Electronic Arts *1450 Fashion Island Blvd.* *San Mateo, CA 94404* *415 / 571-7171* *Don Transeth*	Super NES		*John Madden Football*	√
			PGA Tour Golf	√
			Bulls vs. Lakers and the NBA Playoffs	*1992*
			NHL Hockey	*1992*
			Search for the Ultra Force	*1992*
			Rampart	*1992*
	Game Boy		***Jordan vs. Bird: One on One***	√

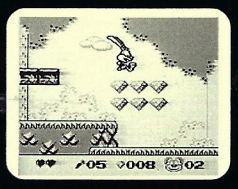
CONTACT	SYSTEM		PRODUCT	AVAILABLE
ENIX America Corp. 2679 151st Pl. N.E. Redmond, WA 98052 206 / 885-9611 Paul Bowler	Super NES		***Act Raiser*** Soul Blazer	√ 1992
	NES		Dragon Warrior II ***Dragon Warrior III*** Dragon Warrior IV	√ √ 1992
FABTEK, Inc. 8434 154th Ave. N.E. Redmond, WA 98052 206 / 881-0900 Tamsen Connor	Game Boy		***Accessories:*** WorkBoy	 1992
FCI 150 East 52nd Street New York, NY 10022 212 / 753- 8100 Margot Blattmann	Super NES		Ultima The False Prophet SIM Earth AD & D Curse of the Azure Bonds	1992 1992 1992
	NES		The Bard's Tale AD & D Heroes of the Lance AD & D Pool of Radiance Ultima Quest of the Avatar Lunar Pool ZANAC ***AD & D Dragonstrike*** AD & D Hillsfar Ultima Warriors of Destiny Break Time	√ √ √ √ √ √ 1992 1992 1992 1992
	Game Boy		***Ultima Runes of Virtue*** Boxxle II Out of Gas	1992 1992 1992
Forma Precision Plastics, Inc. 1405 Marshall Street Suite 212 Redwood City, CA 94063 415 / 367-9891 Hendrick Lam	Game Boy		***Accessories:*** The Illuminator	 √
GameTek, Inc. 2999 N.E. 191st Street Suite 800 No. Miami Beach, FL 33180 305 / 935-3995 Bruce H. Lowry	Super NES		Wheel of Fortune - Vanna White edition American Gladiators Jeopardy! Featuring Alex Trebek Introducing the HUMANS Kawasaki Caribbean Challenge	1992 1992 1992 1992 1992
	NES		***American Gladiators*** Wheel of Fortune Jeopardy! Family Feud Wheel of Fortune - Vanna White edition Super Jeopardy! Fisher-Price Firehouse Rescue Harlem Globetrotters Fisher-Price School Bus Driver	√ √ √ √ √ √ √ √ 1992

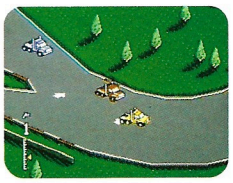
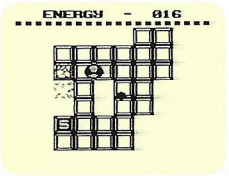
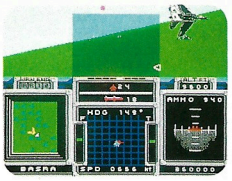
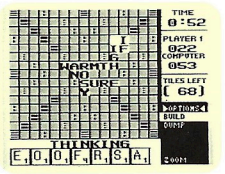
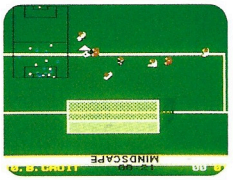
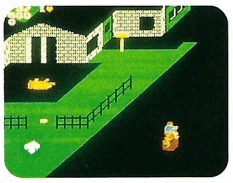
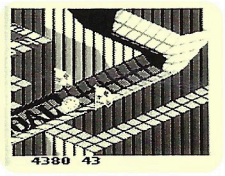
CONTACT	SYSTEM		PRODUCT	AVAILABLE
GameTek, Inc. continued	Game Boy		***Prophecy - Viking Child***	√
			Berlitz Japanese/English Translator	√
			Berlitz German/English Translator	√
			Berlitz Spanish/English Translator	√
			Berlitz French/English Translator	√
			Houghton Mifflin Spell Checker	√
			Frommers Travel Guide	√
			Personal Organizer	√
			Wheel of Fortune	√
			Jeopardy!	√
			Introducing the HUMANS	1992
			Daemonsgate - Dorovan's Key	1992
Hal America Inc. *7873 S.W. Cirrus Dr. 25-F* *Beaverton, OR 97005* *503 / 644-3009* *Tim Rooney*	Super NES		*Hal's Hole in One Golf*	√
			HyperZone	√
			Arcana	√
			Vegas Dream 2	1992
	NES		***Day Dreamin' Davey***	√
			Lolo 3	√
			Vegas Dream	√
	Game Boy		***Revenge of the Gator***	√
			Trax	√
			Shanghai	√
			Hal Wrestling	√
Hi Tech Expressions *584 Broadway, Suite 509* *New York, NY 10012* *212 / 941-1224* *Henry A. Kaplan*	Super NES		*The Hunt for Red October*	1992
			Tom & Jerry	1992
	NES		***Barbie***	√
			Tom & Jerry	√
			The Hunt for Red October	√
			The Chessmaster	√
			Sesame Street Countdown	√
			Sesame Street ABC & 123	√
			Sesame Street Big Bird Hide & Speak	√
			Rollerblades	1992
			Mickey in Letterland	1992
	Game Boy		***The Hunt for Red October***	√
			The Chessmaster	√
			Tom & Jerry	1992
			Barbie	1992

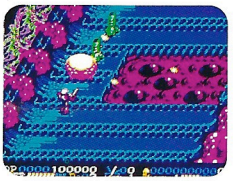
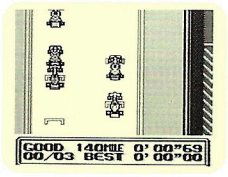
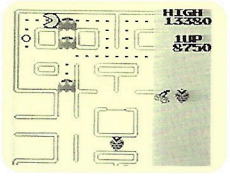
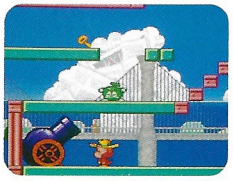
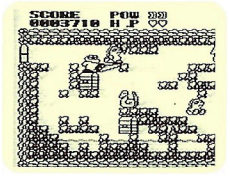
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Hot -B USA Inc. 1255 Post Street Suite 1040 San Francisco, CA 94109 415 / 567-9337 Brad Berglund	Super NES		Super Black Bass	1992
	NES		The Black Bass **The Blue Marlin**	√ 1992
	Game Boy		The Black Bass Lure Fishing	1992
Hudson Soft USA, Inc. 400 Oyster Point Blvd. Suite 515 So. San Francisco, CA 94080 415 / 871-8895 Kevin Sullivan	Super NES		**Super Adventure Island** Bill Laimbeer's Combat Basketball	√ √
	NES		Adventure Island **Adventure Island II** Felix the Cat Adventure Island III	√ √ 1992 1992
	Game Boy		**Adventure Island** Atomic Punk	√ √
IGS 32 W. Colorado Blvd. Suite 200 Pasadena, CA 91105 818 / 440-0626 Leslie Simmons	Super NES		**The Rocketeer** Super Shadow of the Beast	√ 1992
IMN Control a division of Helix, Bannister, & Newell, Inc. 3021 Bethel Road, #208 Columbus, OH 43220 614 / 755-2222 Dane L. Galden	NES		**Accessories:** Gamehandler controller	√
Interplay Productions 3710 S. Susan, #100 Santa Ana, CA 92704 714 / 545-9001 Brian Fargo	Super NES		**Out of this World** R. P. M. Racing Claymates Vikings	√ √ 1992 1992
	Game Boy		**Track Meet** 4 in 1 Funpak	√ √

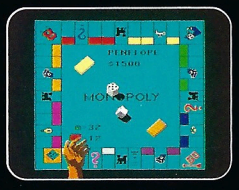
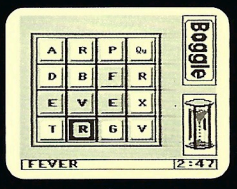
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Irem America Corporation *8335 154th Avenue N.E.* *Redmond, WA 98052* *206 / 882-1093* *Darlene Kindler*	Super NES		***Super R-Type*** *GunForce* *Dinosaurs* *The Irem Skins Game*	√ √ *1992* *1992*
	NES		***MetalStorm***	√
	Game Boy		***R-Type*** *Hammerin' Harry*	√ *1992*
JVC Musical Industries, Inc. *3800 Barham Blvd., Suite 305* *Los Angeles, CA 90068* *213 / 878-0101* *Roy Shimoda*	Super NES		*Dungeon Master* *Dangerous Dimensions* *Super Star Wars*	*1992* *1992* *1992*
	NES		***The Empire Strikes Back*** *Star Wars* *Defenders of Dynatron City*	√ √ √
	Game Boy		***ChopLifter II***	√
Jaleco USA, Inc. *310 Era Drive* *Northbrook, IL 60062* *708 / 480-1811* *Howard Rubin*	Super NES		***Rival Turf*** *Earth Defense Force* *Super Bases Loaded* *GOAL!* *Super Bases Loaded II* *Utopia*	√ √ √ *1992* *1992* *1992*
	NES		***Bases Loaded 3*** *Cyberball* *Rampart* *Shatterhand* *Bases Loaded 4* *Young Indy*	√ √ √ √ *1992* *1992*
	Game Boy		*Bases Loaded for Game Boy* *Battle Unit Zeoth* *Fortified Zone* *Q*Bert* ***Word Zap*** *Rampart*	√ √ √ √ *1992* *1992*

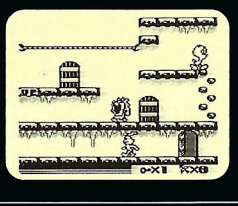
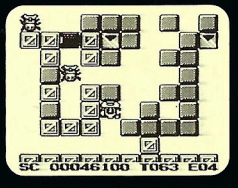
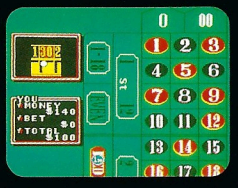
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Kemco America, Inc. 8415 154th Ave. N. E. Redmond, WA 98052 206 / 869-8000 Kurt Baufield	Super NES		*Top Gear* ***Phalanx*** *Destruction* *Bombuzal* *Super Shooter* *Top Gear 2*	√ *1992* *1992* *1992* *1992* *1992*
	NES		***Ghost Lion*** *Lost in Las Vegas* *Switch Blade* *Top Gear*	*1992* *1992* *1992* *1992*
	Game Boy		***Dr. Franken*** *Spy vs. Spy - Operation: Booby Trap* *Sword of Hope 2*	*1992* *1992* *1992*
KOEI Corporation One Bay Plaza, Suite 540 1350 Bayshore Hwy. Burlingame, CA 94010 415 / 348-0200 Stacy Asher	Super NES		***Romance of the Three Kingdoms II*** *Gemfire* *Ninja*	√ *1992* *1992*
	NES		***Gemfire*** *Uncharted Waters* *L'Empereur* *Romance of the Three Kingdoms* *Romance of the Three Kingdoms II* *Genghis Khan* *Nobunaga's Ambition* *Nobunaga's Ambition II* *Bandit Kings of Ancient China*	√ √ √ √ √ √ √ √ √ √
	Game Boy		***Nobunaga's Ambition***	√
Konami Inc. 900 Deerfield Parkway Buffalo Grove, IL 60089 708 / 215-5100 Emil Heidkamp	Super NES		***Contra III - The Alien Wars*** *Gradius III* *Super Castlevania IV* *The Legend of the Mystical Ninja* *Teenage Mutant Ninja Turtles IV* *NFL Football* *Batman* *Bucky O'Hare*	√ √ √ √ *1992* *1992* *1992* *1992*
	NES		***Teenage Mutant Ninja Turtles III: The Manhattan Project*** *Bill Elliott's NASCAR Challenge* *Blades of Steel* *Double Dribble* *Jack Nicklaus' Greatest 18 Holes of Major Championship Golf* *Laser Invasion* *Where In Time Is Carmen Sandiego?* *Monster In My Pocket* *Tiny Toon Adventures* *Bucky O'Hare* *Kings Quest V* *Contra Force*	√ √ √ √ √ √ √ √ √ √ *1992*

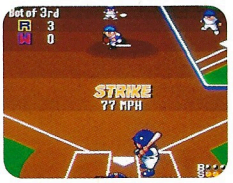
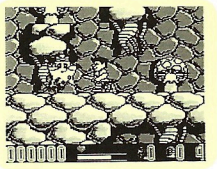
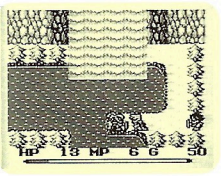
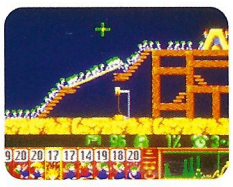
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Konami Inc., continued	NES		*Cartoon Workshop*	*1992*
			Grand Prix	*1992*
			Batman	*1992*
			Tiny Toon Adventures II	*1992*
	Game Boy		***Tiny Toon Adventures - Bab's Big Break***	√
			Bill Elliott's NASCAR Fast Tracks	√
			Double Dribble 5 on 5	√
			NFL Football	√
			Castlevania II - Belmont's Revenge	√
			Teenage Mutant Ninja Turtles II - Back From the Sewers	√
			Gradius - The Interstellar Assault	√
			Top Gun - Guts & Glory	√
			Zen	*1992*
			Track & Field	*1992*
			Tiny Toons II	*1992*
LJN, Ltd. *1 Spring Street* *Oyster Bay, NY 11771* *516 / 922-2400* *Gregory Fischbach,* *Robert Holmes,* *Sam Goldberg,* *Barry Taylor*	Super NES		***WWF Super WrestleMania***	√
			Roger Clemens' MVP Baseball	*1992*
			Spider-Man / X-Men: Arcade's Revenge	*1992*
			NBA Super All-Star Challenge	*1992*
			Terminator 2	*1992*
	NES		*Back to the Future II/III*	√
			The Punisher	√
			WWF WrestleMania Challenge	√
			Beetlejuice	√
			Bill & Ted's Excellent Adventure	√
			Roger Clemens' MVP Baseball	√
			Wolverine: X-Men Mega-Battle	√
			Terminator 2: Judgment Day	√
			Town & Country 2: Thrilla's Surfari	√
			WWF WrestleMania: Steel Cage Challenge	*1992*
			Crash Dummies	*1992*
			Spider-Man	*1992*
			Alien 3	*1992*
	Game Boy		*Spider-Man*	√
			NBA All-Star Challenge	√
			WWF Superstars	√
			Beetlejuice	√
			Terminator 2: Judgment Day	√
			NBA All-Star Challenge 2	√
			Roger Clemens' MVP Baseball	*1992*
			WWF Superstars 2	*1992*
			Spider-Man 2	*1992*
			Crash Dummies	*1992*
			Alien 3	*1992*
Labtec Enterprises, Inc. *11010 N.E. 37th Circle, #110* *Vancouver, WA 98682* *206 / 896-2000* *Dave Dietz*	Game Boy		***Accessories:***	
			LT-7 Headphone for Game Boy	√
			LR-17 Ear Bud Headphone for Game Boy	√
Lightwave Technologies, Inc. *16595 W. Easton Avenue* *Prairie View, IL 60069* *708 / 634-1700* *Howard Leventhal*	NES		***Accessories:***	
			Game Sounds Remote Headphone System	√

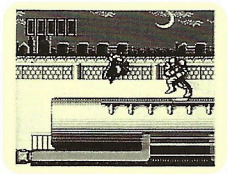
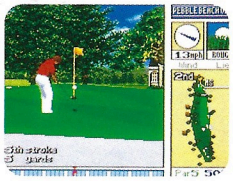
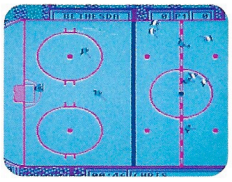
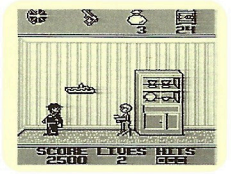
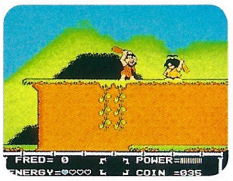
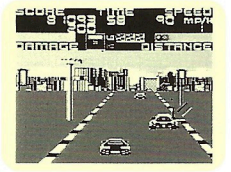
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Matchbox Toys *141 W. Commercial Ave.* *Moonache, NJ 07074* *201 / 935-2600* *Stuart Drell*	Super NES		*Noah's Ark II*	*1992*
	NES		***Matchbox Racers*** *Motor City Patrol* *Pyramids of Ra II* *Noah's Ark*	√ √ *1992* *1992*
	Game Boy		***Pyramids of Ra***	√
MicroProse Software, Inc. *180 Lakefront Drive* *Hunt Valley, MD 21030* *410 / 771-1151* *Douglas Litke*	Super NES		*Super Strike Eagle*	*1992*
	NES		***F-15 Strike Eagle*** *F117A Stealth Fighter*	√ *1992*
Milton Bradley Co. *443 Shaker Road* *East Longmeadow, MA 01028* *415 / 525-6411* *Bob Erickson*	Game Boy		***Super Scrabble***	√
Mindscape *60 Leveroni Court* *Novato, CA 94949* *415 / 883-3000* *Jim Whims*	Super NES		***World League Soccer*** *Chessmaster* *Paperboy 2* *Wing Commander* *Terminator* *Gods*	√ √ √ *1992* *1992* *1992*
	NES		***Paperboy 2*** *Flight of the Intruder* *Roundball: 2 on 2 Challenge* *The Terminator*	√ √ √ *1992*
	Game Boy		***Marble Madness*** *Paperboy* *Paperboy 2* *Days of Thunder* *Gauntlet 2* *Miner 2049er* *Speedball 2* *Xenon 2*	√ √ √ √ √ *1992* *1992* *1992*

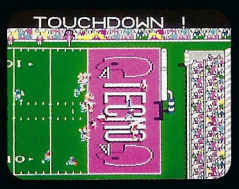
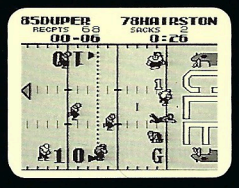
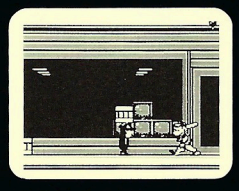
CONTACT	SYSTEM		PRODUCT	AVAILABLE
NTVIC *50 Rockefeller Plaza, 1018* *New York, NY 10020* *212 / 489-8390* *Meredith Wolfe*	Super NES		*Strike Gunner - S. T. G.* *Q*Bert III*	*1992* *1992*
	NES		***Isolated Warrior*** *Rock 'N' Ball*	√ √
	Game Boy		***Fastest Lap*** *Power Mission*	√ √
Namco Hometek, Inc. *3255-1 Scott Blvd.* *Suite 102* *Santa Clara, CA 95054* *408 / 496-6371* *Yoshi Homma, Brian Hale,* *Eileen Noguchi*	Super NES		*Wings 2 - Aces High* *Super Batter Up* *Jojee's Odyssey*	*1992* *1992* *1992*
	Game Boy		***Pac - Man*** *Dig Dug* *Great Greed*	√ *1992* *1992*
Natsume, Inc. *1243A Howard Avenue* *Burlingame, CA 94010* *415 / 342-1712* *Jim Yajima, Mike Maubry*	Super NES		***Spanky's Quest***	*1992*
	NES		***S. C. A. T.***	√
	Game Boy		***Tail 'Gator*** *Spanky's Quest*	√ *1992*
Nuby Manufacturing Co. *30 Fitzgerald Drive* *Jaffrey, NH 03452* *603 / 532-8724* *Greg Iaquinto*	Game Boy		***Accessories:*** *GC-5, Game Boy Light* *GC-6, Game Boy Magnifier* *GC-7, Game Boy Amplifier*	 √ √ √

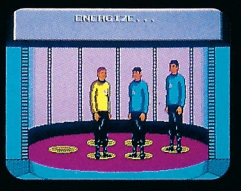
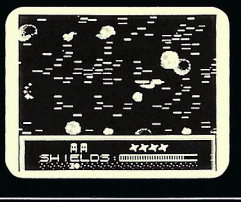
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Ocean of America 1855 O'Toole Ave. D-102 San Jose, CA 95131 408 / 954-0202 Ray Musci	Super NES		***Addams Family*** *RoboCop 3* *Radio Flyer* *Push Over* *Lethal Weapon 3* *Cool World* *Addams Family - Animation*	√ √ 1992 1992 1992 1992 1992
	NES		***RoboCop 3*** *Untouchables* *Addams Family* *Darkman* *Lethal Weapon 3* *Cool World* *Addams Family - Animation*	√ √ √ √ 1992 1992 1992
	Game Boy		***Super Hunchback*** *RoboCop* *Navy Seals* *RoboCop 2* *Addams Family* *Darkman* *Lethal Weapon 3* *Cool World*	√ √ √ √ √ 1992 1992 1992
Parker Brothers 50 Dunham Road Beverly, MA 01915 508 / 927-7600 Michael Michaud	Super NES		*Monopoly* *Clue*	1992 1992
	NES		***Monopoly***	√
	Game Boy		***Boggle Plus*** *Monopoly*	√ √
Romstar, Inc. 22857 Lockness Avenue Torrance, CA 90501 310 / 539-5283 Joyce Kaehler	Super NES		***Nolan Ryan's Baseball***	√
	NES		***Baseball Stars II*** *Magic Darts* *Championship Bowling*	√ √ √

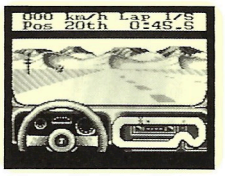
CONTACT	SYSTEM		PRODUCT	AVAILABLE
Seika Corporation 20000 Mariner Avenue Suite 100 Torrance, CA 90503 310 / 373-0404 Sirus Ahmadi	Super NES		**Thunder Spirits** Drakkhen Lagoon	√ √ √
	NES		F-1 Hero	1992
	Game Boy		**Bugs Bunny Crazy Castle 2** F-1 Hero	√ 1992
Seta U. S. A., Inc. 105 E. Reno Ave., Suite 22 Las Vegas, NV 89119 702 / 795-7996 Traci McCarty	Super NES		**F-1 ROC (Formula One, Race of Champions)** Musha	√ 1992
	NES		**Formula One - Built to Win** Adventures of Tom Sawyer Castle of Dragon Wizard of Oz	√ √ √ 1992
	Game Boy		**Battle Bull** Q Billion	√ √
SOFEL Corporation 437 Madison Avenue 32nd Floor New York, NY 10022 212 / 980-8150 Gary Anderson	Super NES		TKO - Super Championship Boxing	1992
	NES		**Casino Kid II** Dragon Fighter Happily Ever After	√ √ 1992
	Game Boy		Battle of the Kingdom	1992
Software Toolworks 60 Leveroni Court Novato, CA 94949 415 / 883-3000 Jim Whims	Super NES		**Accessories:** Super NES Miracle	√
	NES		**Accessories:** The Miracle	√

CONTACT	SYSTEM		PRODUCT	AVAILABLE
Sony Imagesoft Inc. 9200 Sunset Blvd. Suite 820 Los Angeles, CA 90069 310 / 858-3777 John Koronaios	Super NES		**Extra Innings** Smart Ball Hook Equinox Chuck Rock Dracula	√ √ √ 1992 1992 1992
	NES		**Hook** Hudson Hawk Dracula	√ √ 1992
	Game Boy		**Hook** Hudson Hawk Soccer Mania Dracula	√ √ √ 1992
Spectrum HoloByte (Sphere) 2061 Challenger Drive Alameda, CA 94501 510 / 522-3584 Mike Nelson	Super NES		WordTris	1992
	Game Boy		WordTris	1992
Square Soft Inc. Westpark G-1 8351 154th Avenue N.E. Redmond, WA 98052 206 / 861-0101 Todd VanNiel	Super NES		**Final Fantasy II** Final Fantasy Jr.	√ 1992
	Game Boy		**Final Fantasy Adventure** Final Fantasy Legend Final Fantasy Legend II Final Fantasy Legend III	√ √ √ 1992
Suncom Technologies 6400 W. Gross Point Rd. Niles, IL 60648 708 / 647-4040 Scott Fink	NES		**Accessories:** Mothership	√
Sunsoft 11165 Knott Avenue Cypress, CA 90630 714 / 891-4500 Rita Zimmerer	Super NES		**Lemmings** Batman Return of the Joker Superman Death Valley Rally	√ 1992 1992 1992
	NES		**Lemmings** Batman Return of the Joker Super Spy Hunter	√ √ √

CONTACT	SYSTEM		PRODUCT	AVAILABLE
Sunsoft, continued	Game Boy		**Batman Return of the Joker**	√
			Blaster Master Boy	√
T & E Soft of America, Inc. 1 Camino Sobrante, #25 Orinda, CA 94563 510 / 253-1750 Mary Lynn Slattery	Super NES		**True Golf Classics: Pebble Beach Golf Links**	√
			True Golf Classics: Waialae Country Club	√
T*HQ, Inc. 5000 Pkwy. Calabasas #107 Calabasas, CA 91302 818 / 591-1310 John Bevilacqua	Super NES		**Pit Fighter**	√
			Home Alone	√
			James Bond Jr.	1992
			Race Drivin'	1992
			Swamp Thing	1992
			Robosaurus	1992
	NES		**Wayne Gretzky Hockey**	√
			Attack of the Killer Tomatoes	√
			Where's Waldo	√
			Home Alone	√
			Videomation	√
			Peter Pan	√
			Waldo II	1992
			Swamp Thing	1992
			The Flash	1992
			Home Alone II	1992
			Rocky & Bullwinkle	1992
	Game Boy		**Home Alone**	√
			Bo Jackson 2 in 1 Football & Baseball	√
			Attack of the Killer Tomatoes	√
			The Flash	√
			Pit Fighter	√
			Swamp Thing	1992
			Rocky & Bullwinkle	1992
			Home Alone II	1992
Taito America Corporation 390 Holbrook Drive Wheeling, IL 60090 708 / 520-9280 Ted Kato	Super NES		**Super Soccer Champ**	√
			Darius Twin	√
			Hit the Ice	1992
			On the Ball	1992
			Super Sonic Blastman	1992
	NES		**The Flintstones**	√
			Kick Master	√
			The Jetsons	1992
			Hit the Ice	1992
			Panic Restaurant	1992
			Little Sampson	1992
			Power Blade II	1992
	Game Boy		**Chase HQ**	√
			Elevator Action	√
			The Adventures of "Star Saver"	√
			The Flintstones	1992
			Knight Quest	1992
			Beach Volley 1992 GB Cup	1992
			Hit the Ice	1992

CONTACT	SYSTEM		PRODUCT	AVAILABLE
Takara USA Corp. 230 5th Avenue Suite 1201- 6 New York, NY 10001 212 / 689-1212 Kiyoshi Mizumaki	Super NES		King of Monsters Cyberspin	1992 1992
Tecmo, Inc. 18005 S. Adria Maru Lane Carson, CA 90746 310 / 329-5880 Emily Midori Nelson	NES		**Tecmo Super Bowl** Tecmo Bowl Ninja Gaiden II Ninja Gaiden III Tower of Radia Tecmo Cup	√ √ √ √ 1992 1992
	Game Boy		**Tecmo Bowl** Ninja Gaiden Shadow	√ √
Titus Software Corp. 20432 Corisco Street Chatsworth, CA 91311 818 / 709-3692 Michel Vulpillat	Super NES		The Blues Brothers Brainies	1992 1992
	NES		**The Blues Brother** Brainies	√ 1992
	Game Boy		**The Blues Brothers** Titus the Fox	√ 1992
Toho Co., Ltd. 2049 Century Park East Suite 490 Los Angeles, CA 90067 310 / 277-1081 Junro Otagawa	Super NES		Space Megaforce	1992
	NES		**Godzilla 2**	√
Tradewest, Inc. 2400 S. Hwy. 75 Corsicana, TX 75110 903 / 874-2683 John Fowler	Super NES		Super Off Road Jack Nicklaus Golf **Super Double Dragon** Super Battletoads Pro Quarterback	√ √ 1992 1992 1992

CONTACT	SYSTEM		PRODUCT	AVAILABLE
Tradewest, Inc., continued	NES		***Battletoads***	√
			High Speed	√
			Indy Heat	*1992*
	Game Boy		***Jack Nicklaus Golf***	√
			Battletoads	√
			Sneaky Snakes	√
			Super Off Road	*1992*
Triffix Entainment Inc. *5756 Royalmount Avenue* *Montreal, Quebec* *Canada H4P 1K5* *514 / 737-3056* *Howard Rosen*	Super NES		***Space Football (One on One)***	√
			Dream TV	*1992*
Ubi Soft *1505 Bridgeway* *Suite 105* *Sausalito, CA 94965* *415 / 332-8749* *Christine Quemard* *Leila Emadin*	Game Boy		*Star Wars*	*1992*
			Empire Strikes Back	*1992*
			Jimmy Connors - Pro Tennis Tour	*1992*
Ultra Software Corp. *900 Deerfield Parkway* *Buffalo Grove, IL 60089* *708 / 215-5100* *Emil Heidkamp*	NES		***Star Trek***	√
			Cyber Stadium Series - Base Wars	√
			Teenage Mutant Ninja Turtles	√
			Teenage Mutant Ninja Turtles II - The Arcade Game	√
			Nightshade	√
	Game Boy		***Star Trek - The 25th Anniversary***	√
			Motocross Maniacs	√
			Operation C	√
			Teenage Mutant Ninja Turtles - Fall of the Footclan	√
			Quarth	√
			Blades of Steel	√
			World Circuit Series	√
			Ultra Golf	√
Vic Tokai Inc. *22904 Lockness Avenue* *Torrance, CA 90501* *310 / 326-8880* *Leonard Garcia*	Super NES		*Imperium*	*1992*
	NES		***Conflict***	√
			Shogun Maeda	*1992*
	Game Boy		*Legend of Zod*	*1992*
			Accessories:	
			Light Boy	√

CONTACT	SYSTEM		PRODUCT	AVAILABLE
Virgin Games *18061 Fitch Avenue* *Irvine, CA 92677* *714 / 833-8710* *Stuart Kaye*	Super NES		***Super Slam Dunk*** *Super Slap Shot* *Fables and Friends*	*1992* *1992* *1992*
	NES		*Silver Surfer* *Spot* *Robin Hood* *M. C. Kids* ***Golf Power*** *Caesars Palace* *Overlord* *Prince of Persia* *Color a Dinosaur*	√ √ √ √ *1992* *1992* *1992* *1992* *1992*
	Game Boy		*Caesars Palace* *Spot* *Prince of Persia* ***Jeep Jamboree*** *M. C. Kids* *Robin Hood*	√ √ √ *1992* *1992* *1992*

For more information, contact:
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4820 - 150th Avenue NE
Redmond, Washington 98052
206 / 882-2040

Nintendo®

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Aladdin Industries	Mike Shimmel 615 / 748-3302	Lunch Kits
A. L. S. Industries	Richard Smith 213 / 532-9262	NES & SNES Organizer, Wood Cartridge Holders & Flip Racks. Game Boy Hard Plastic & Nylon Cases
Ace Novelty	Saul Gamoran 206 / 644-1820	Plastic Mugs, Key Chains, Pins, Satin Christmas Ornaments, Character Inflatibles
Acme Premium Supply	Robert Dawson 314 / 531-8880	Plush Dolls for Retail & Amusement Parks
Alex Wilson Coldstream Ltd.	Cathy Spicer 807 / 223-2381	Video Image Game Book, Magic Pad, Vinyl Stickers
American Tack and Hardware	Joel Weinberg 914 / 352-2400	Light Switch Plates and Nightlights
Amurol Products Company	Ralph Burin 708 / 355-3000	3-D Molded Hard Candy and Lollipops
Applause, Inc.	Joe Dumbacher 818 / 595-2710	PVC Figurines for Bakeries
Ascii	Jeff Dubrow 415 / 570-6200	Game Boy Hard Plastic Carry Case & Show Case
Athletic Bag Company	Michael Herd 801 / 972-4866	NES Storage Bags
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Bagland, USA	Jeff Skolnick 212 / 967-7171	Backpacks, Belt, Roll, Hand and Gym Bags, Purse Accessories
Bestar	Solomon Boucai 514 / 636-5588	Wood Laminate Game Cabinets, Children's Beds, Night Tables, Desks, Benches, Chests
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C. A. Reed	Greg Stickelmaier 317 / 841-2625	Gift Wrap, Paper Party Goods, Balloons
C4 Marketing Ltd.	Joyce Sinclair 602 / 747-1000	Drinking Canteen (Cantoon)
C. G. A. Imports	Jeff Chapkin 305 / 746-9114	Boys and Girls PVC Athletic Shoes, Canvas Shoes & Sneakers, Sandals, Shoelaces
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Curtis Mfg./ Nuby Mfg.	Penny Patterson 603 / 532-4123	Plastic Game Cartridge Caddy, Hard Plastic Storage Case for Game Boy Cartridges, Carry Case for NES Cartridges
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Doc's High Tech Game Prod.	Jim Wells 714 / 784-2710	Game Boy Nylon Carry Case
Dynasound Organizer	Gary Jacob 612 / 635-0828	NES & SNES Game Organizer and Plastic Cartridge Holder with or without Dust Covers. SNES Nylon Carry All. Game Boy Plastic & Nylon Carry Cases.

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Eid Center Corp.	Al Hughes 408 / 773-8045	Open Carousel Wood Organizer To Hold 16 NES Game Paks
Fellowes Mfg. Co.	Carolyn Peak 708 / 893-1600	Teak, Oak or Other Hardwood Rolltop Cartridge Cabinet
The Franklin Mint	Marvin Meinikoff 215 / 459-6171	Porcelain Collector Plates
Gold Bond Ice Cream, Inc.	Kae Rowland 414 / 499-5151	Ice Cream Sandwiches, Popsicle Pops, Ice Cream Bars
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James River Corporation	Alisa Weistrope 203 / 854-2260	5 oz. Dixie Cups and Dispensers
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Kids Klassics Inc.	Joe Cayre 212 / 889-0044	Authorized Distribution of Super Mario Super Show Produced by Dic on VHS
Lake Tahoe Polio Network	David Kelly 916 / 544-1126	Collector Die Cast Metal Banks Designed as Antique Cars
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Merit Software	Bill Graham 214 / 385-2353	Electric Crayon and Electronic Puzzle Computer Software
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Mori Toys	Takeshi Mori 067 / 631-191 (Japan)	Game Boy Carry Case
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Paper Art Co., Inc.	Greg Stickelmaier 800 / 843-6818	Gift Wrap, Paper Party Goods
Paper Magic Group	Frank Macero 617 / 357-0254	Boxed Valentines, Gift Trims, Jointed Figure Wall Decor, Honeycomb Decor, Boxed Cards, Die Cut Wall Decor, Banners, Centerpieces, Padded Stationery, Packaged Stationery and Envelopes, Self-Adhesive Stickers, Cardboard Funglasses, Presto Window Decor
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Pel Bar Industries	Steve Barad 609 / 768-8808	Chidrens, Mens and Womens Socks
Playtime Productions, Inc.	Shelly Bernstein 212 / 741-7222	Battery Operated Electronic Pinball Games, Cassette Recorder and Radio, 3-D Molded Plastic Wall Hangings
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Rose Art Industries	Larry Rosen 201 / 414-1313	Tetris Action Game
Shaw Creations	Larry Shaw 212 / 989-6500	Umbrellas
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Stencil Aire, Inc.	Jeff Franklin 414 / 294-6544	Paper and Plastic Cake Stencils
Stylemark	Karen Auther Piraino 601 / 728-2253	Video Chair w/wo Video Control Panel
Sunco Products Inc.	Lily Li 714 / 594-1950	Beach and Pool Inflatibles
Suncom	Marino Cecchi 708 / 647-4040	Plastic Rolltop Game Cartridge Holder
Sunshine Biscuits Inc.	Alexander Nichols 908 / 855-4000	Cookies and Crackers
Syratech (Wallace International)	Leonard Florence 617 / 561-2200	All Metals for Flatware, Banks, Comb, Brush and Cup; Resin Juvenile Tables and Chairs, Christmas Ornaments
Tara Toy Corp.	Don Pearlstein 516 / 273-8697	NES & SNES Hard Vinyl Carry Case & Game Boy Unit
Tiger Electronics	Randy Rissman 708 / 913-8100	Dr. Mario Board Game
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Western Publishing	Kristine Tarantino 414 / 633-2431	Picture Storybooks, Color and Activity Books, Magic Slates, Storybooks, Audio Cassette Sets
Willard Industries	Robert Weisberg 612 / 933-7750	Slipper Socks
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Zephyr	Mrs. Kim 213 / 328-8390	Leather Character Suspenders for Kids

Nintendo International Agents

For Licensee information in specific territories, please contact the following Nintendo agents.

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Germany	Entertainment Munchen TEL: (011-49-89) 957-150 FAX: (011-49-89) 957-15111 Contact: Thomas Haffa
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Scandinavia	Plus Licens TEL: (011-46-8) 119078/9 FAX: (011-46-8) 24 25 61 Contact: Peder Tamm
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Portugal	PSM TEL: (011-351-1) 301-6308/9 FAX: (011-351-1) 301-7286 Contact: Fatima Guerreiro
Australia	Gaffney International TEL: (011-61-3) 387-5922 FAX: (011-61-3) 387-5282 Contact: Fred Gaffney
New Zealand	In Character NZ Ltd. Merchandising and Marketing TEL: (011-64-9) 302-3551 FAX: (011-64-9) 302-3532 Contact: Tony Newman (MD)
Philippines	Empire International TEL: (011-63-2) 722-4311 FAX: (011-63-2) 721-2980 Contact: Hubert Co.

REGION / COUNTRY	CONTACT
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Mexico	Grupo Innovacion TEL: (011-52-5) 540-0660/0520/4655 FAX: (011-52-5) 520-3495 Contact: Armando Malo
LATIN AMERICA	
Argentina	International Merchandising S. R. L. TEL: (011-54-1) 311-0907/3125837 FAX: (011-54-1) 311-0907 Contact: Leonard Gutter
Brazil	Solymar Enterprises TEL: (011-55-11) 884-3911/884-2740 FAX: (011-55-11) 884-0087 Contact: Adiles Ribeiro
Chile	DOCE TEL: (011-56-2) 497-577 FAX: (011-56-2) 499-789 Contact: Andres or Jose Donoso
Colombia	Colombiana de Licencias TEL: (011-57-1) 257-3046/ 257-3378 FAX: (011-57-1) 218-2061 Contact: Roxana Calvo
Equador	Losani s. a. TEL: (011-593-4) 287-031/281-802/ 286-028 FAX: (011-593-4) 286-029 Contact: Augusto Villegas Mejia
Peru	Compania Peruana de Licencias TEL: (011-51-14) 621-986 or 627-156 FAX: (011-51-14) 621-986 Contact: Luis Salazar Mourre
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1992 SECOND HALF

EXCITING COMICS

MONTHLY ISSUES

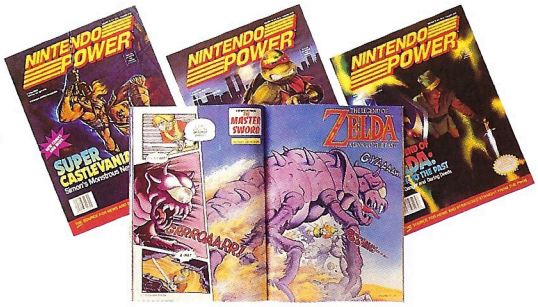
NINTENDO PLAYER'S GUIDES

THREE SYSTEMS

NINTENDO POWER MAGAZINE

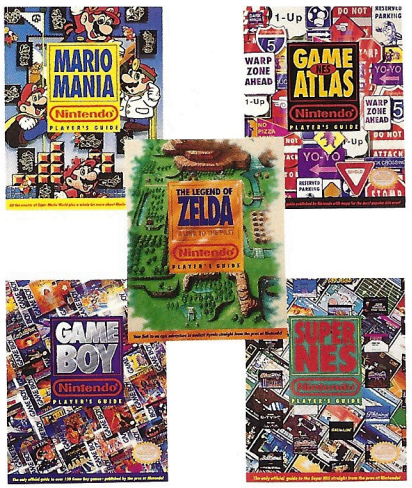
Nintendo Power® Magazine **Few things change as often and move as fast as the world of video games! And there is only one source for the current, inside information your customers want — Nintendo Power magazine! No matter which Nintendo system they play, no matter what type of games they love best, Nintendo Power magazine has the complete coverage.**

By offering Nintendo Power magazine, you can build store traffic, increase impulse buying and offer your customers the information that helps them get the most out of the games they buy. Check out these new features:



- **Packed in lots of 6 issues, to insure complete sell-through**
- **New look and content covers the Super NES,™ NES™ and Game Boy® — all three Nintendo systems in every issue**
- **New exciting comics build repeat readership with the serialized adventures of Link and Mario, Nintendo's top characters**
- **Great pricing structure gives you great margins**

Add the successful Nintendo Player's Guides. There are currently five editions, each featuring over 160 pages filled with maps, story lines, secrets and background information on our top-selling games:



- **NES Game Atlas™ features 18 best-selling titles — complete maps for the most popular Nintendo Entertainment System® games of all time.**
- **Mario Mania™ is the complete book on Super Mario World.™ It includes background information and an interview with Mario's creator — a must-have for Mario fans.**
- **Game Boy features 130 hit software titles. It's *the* source for Game Boy adventure, excitement, puzzles and action!**
- **The bigger the game, the bigger the challenge! Player's will need the Super NES Player's Guide™ to make the most of the action and adventure of Nintendo's most advanced home video game system.**
- **The Legend of Zelda® — A Link to the Past™ is hot off the presses, just in time for the release of one of the most-awaited sequels ever!**

Don't miss these sales opportunities! The more your customers know about the games and systems they play, the more they will enjoy them. And the more they enjoy, the more they'll buy. So turn up the power right at the source — Nintendo Power!

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Don Varyu
or Karyl Levinson
Hill and Knowlton
206.682.6944

NINTENDO ANNOUNCES 1992 FISCAL RESULTS

REDMOND, WA (May 14, 1992) -- Record breaking sales were announced today for the fiscal year ended March 31, 1992, by Nintendo Co. Ltd., Kyoto, Japan.

Consolidated net sales for Nintendo Co. Ltd. were $4.224 billion (561.843 billion yen); 1991 sales were $3.544 billion (471.417 billion yen). Consolidated net income for 1992 was $655 million (87.104 billion yen), compared to $518 million (68.885 billion yen) for fiscal 1991. Net income increased 26 percent over fiscal 1991 and net sales increased 19 percent over fiscal 1991.

Consolidated earnings per share for 1992 were $4.62 (615 yen), compared to $3.65 (486 yen) for fiscal 1991.

Nintendo also said it expects to increase its dividend to an annual rate of 60¥ from 50¥.

Nintendo stock is traded publicly in Japan on the Tokyo, Kyoto and Osaka exchanges and is available in the United States in ADR form on the over-the-counter

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market. Each ADR is equal to one-quarter of a full share in Japan. At market close, May 13, the price of a full share on the Osaka exchange was 10,500 yen.

Nintendo Co., Ltd. is the world's largest manufacturer and marketer of video games. Nintendo of America Inc., a wholly-owned subsidiary, is the headquarters for Nintendo's marketing operations in North America.

NOTE: All results are on a consolidated basis. Yen results have been translated into U.S. dollars at the rate of 133 yen to one dollar, solely for the convenience of the reader. Earnings per share for fiscal 1991 of 486 yen reflect adjustment for the 35 percent free share dividend effective May 1991.

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Nintendo®

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Don Varyu
or Karyl Levinson
Hill and Knowlton
206.682.6944

NINTENDO "ON TARGET" WITH COMPUTER DISTRIBUTION

CHICAGO (May 28, 1992)-- Target Stores has announced it will join other major retailers, including F.W. Woolworth and Sears, in using Nintendo's robotic product distribution facility to move software to stores faster.

"Using NIMS (Nintendo Inventory Management System) means Target's 500 stores will receive Nintendo software in record time," says Ken Frost, Nintendo's manager of sales administration. The NIMS program enables Nintendo to deliver its product directly to the retailer, rather than to the store's distribution center, within seven days of when the order is received. In the past, it could take eight days just to get the product to the customer's warehouse. For some retailers, it would take another four weeks to deliver the items from the warehouse to the individual stores. Now, instead of sending a 50-foot trailer to one distribution center, the orders are sent directly to all 500 stores.

NIMS is located at the company's state-of-the-art distribution center in North Bend, Washington, about 30 miles east of Nintendo of America's corporate headquarters in nearby Redmond. The $60 million facility opened in August, 1991. Inside the 360,000 square foot building is a world of automation. Four robots, or Automated Guided Vehicles (AGV's), responding to computerized commands, pick up and deliver full pallets of boxes to

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the Automated Storage and Retrieval System (ASRS). The computerized ASRS takes over, sending an unmanned forklift to retrieve the pallet and store it in an available space.

Frost explains that, from the time a human employee unloads the incoming trailer full of Nintendo products to the time the boxes reach their storage location, the cases of products have been handled manually only once. He says the same sophisticated technology directs the rest of the process in which the customers' orders are filled and loaded onto a semi-truck. As the product moves down a conveyor, people, not robots, load the trailers. The trucks then transport all Nintendo orders to Federal Express for fast delivery.

There's another major advantage to NIMS besides speedy delivery. Previously, some retailers would have to buy in case quantities which may have been more than they needed to meet the minimum distribution requirements. Frost says that's no longer necessary. Nintendo can pick single units of six separate game titles, customizing the case to what the store needs.

Various pieces of the automation at Nintendo's distribution center exist elsewhere, but Ken Frost says he's unaware of any other distribution facility which has the entire state-of-the-art system under one roof.

###

BACKGROUNDER

GAME PLAY COUNSELLORS

You have to see it to believe it! (And media tours are available). On the second floor of Nintendo of America's corporate headquarters in Redmond, Washington is a room the size of a football field filled with employees who are the consumers' window into Nintendo. About half of the hundreds of cubicles in the sprawling room house video game play counsellors (GPC's). The other three-sided "offices" are home to consumer service representatives, all links to the ever-important consumer.

People between the ages of 16 and 45 occupy these offices answering the nearly 150,000 phone calls received weekly. The 250 game play counsellors average a total of about 80,000 calls weekly while about 250 consumer service reps respond to the nearly 100,000 remaining service calls. The call center is staffed from 4:00 a.m. to midnight (PST), Monday-Saturday and 8:00 a.m. to 5:00 p.m. Sunday.

Nintendo has had consumer service representatives ever since it introduced the Nintendo Entertainment System® in 1985. Shortly thereafter it became clear that more phone lines were needed to handle all the calls from players with questions about specific games. So in 1987, game play counsellors were "born."

Walk through the Nintendo call center and you'll see many youthful-looking faces sporting headsets, their eyes glued to either a game monitor or a computer screen. The game screen displays about 750 Nintendo games so the GPC can follow along with the caller who may be stuck, for example, at some point in "The Legend of Zelda: A Link to the Past" or in "Super Mario World." Oftentimes, however, GPC's don't have to look at the screen.

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They're game play counsellors because they love to play Nintendo games. As a result, they know many games by heart. If game play counsellors don't know the specific answer to a caller's question, they can consult ELMO, a computerized database that provides information on how to play hundreds of Nintendo and Nintendo-licensed games. Game play counselor Tim Dale says GPC's rarely get stumped by a caller but when they do, they seek the answer and get back to the caller within 30 minutes.

Callers may not realize it but they not only receive information from GPC's but also provide it to game play counsellors. Dale says callers frequently make comments about games they like and dislike. Such feedback makes its way to the research and development department and eventually to Nintendo programmers. Whenever possible, consumer comments are reflected in Nintendo products.

Dale says GPC's usually have a minute or two between calls and during that time they're encouraged to play Nintendo video games. (These days, however, the call center is inundated with questions and comments about "The Legend of Zelda: A Link to the Past" so there's no "down time" between calls). The more game play counsellors play the games, the better equipped they are to answer callers' questions.

While being a game play counselor might seem like a cushy job, it's not for everyone. GPC's undergo a rigorous four-week training period during which they play video games for about 10 hours each day. They're expected to have good hand-eye coordination, absorb information quickly, and exhibit professionalism on the phone.

The incredible number of calls Nintendo receives is testament to the fact that its game play counsellors are very popular. Counsellor Tim Dale says talking to a GPC is like "talking to a friend," not a robot. Callers ask for the same person time and time again. "Many callers and GPC's are on a first name basis. They 've developed a trust with one another." Hundreds of callers send letters with photographs of themselves. Instead of just filing this mail away, Nintendo has filled one long wall of its game play counselor training room with these photographs.

Counsellors 3-3-3-3-3

The consumer service representative line is toll-free but the game play counselor line is not. Dale explains originally both lines were toll-free but the GPC line became extremely popular with children. On their way to and from school, many would stop in a phone booth and call the line. So many kids called that 75 % of the other calls couldn't get through. Now that the call is long distance, everyone is able to get through with no more than a minimal wait.

Since the call center opened seven years ago, Nintendo game play counsellors and consumer service representatives have received more than 22 million calls! Some of the counsellors are fluent in a foreign language to help callers who don't speak English. The call center also is equipped to handle inquiries from hearing impaired people.

Despite the millions and millions of calls that Nintendo receives, game play counsellors and consumer service representatives have their most memorable ones. One game play counsellor received a call from the mother of a 16-year old boy who was paralyzed in a motorcycle accident. She told the counsellor her son was an avid Nintendo game player but he was in the hospital unable to move his arms or legs. It was suggested he get one of the hands free controllers that had just come out on the market. The caller said they couldn't afford it because the hospital bills from their son's accident were enormous. Nintendo saw to it that the boy received one of the new controllers free of charge. His mother called Nintendo back to thank him, saying her son's spirits had brightened considerably now that he was able to play his Nintendo games again.

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1992 SECOND HALF

NINTENDO WORLD CLASS SERVICE

Nintendo World Class Service® **Your customer has struggled through six levels of Super Mario World.™ As the player enters the Valley of Bowser, he knows that it could be a real fight. He's worked hard and is ready. Then something goes wrong with his system ... he's no longer in the game. So now the customer returns to you. Are you equipped to handle his service request?**

Nintendo offers a support system that is far superior to any other in the industry. Fixing it fast is what Nintendo World Class Service is all about. You can refer the customer to an authorized Nintendo World Class Service Center, to our toll-free assistance hotline, or you can become a Nintendo Servicing Dealer.

Fast, economical convenient product support for your customers — whether its as simple as replacing a component or performing a repair, your customer will be back in the game without delay.

What's best for you and your customer? You make the choice. Whether you elect to use the independent authorized service center network or participate as a servicing dealer, Nintendo has a comprehensive support system. Take a look at what we have to offer you and your customer.

FIELD SERVICE ENGINEERS
Trained field service specialists provide on-site technical and administrative support during the initial start-up of the service center and through effective quarterly on-site support visits.

SERVICE ADMINISTRATORS
These experts are at your side for every aspect of your service operation, from helping with warranty claims to assisting you in maximizing your service potential.

TECHNICAL SUPPORT SPECIALISTS
A toll-free call connects you to an experienced factory-trained Nintendo technician. Our technicians are always ready to give you fast answers and provide expert troubleshooting.

CERTIFICATION SEMINAR
For technical and administrative training, attend an intensive, hands-on four-day certification seminar that gets your people ready to support the after-the-sale product related needs of your customers. Your people learn straight from the pros!

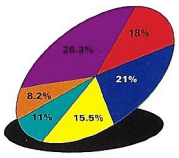
INVENTORY DEPLOYMENT SPECIALISTS
Inventory orders received by 12 pm Pacific Standard Time are processed that same day for two-day delivery. Add centralized billing and toll-free ordering and your customers will receive the fastest turnaround time in the industry.

JUST CALL US!
Call your Nintendo Field Service Department toll-free at 1-800-633-3236. We'll respond with a comprehensive overview that will show you the bottom-line benefits of becoming a part of the Nintendo World Class Service network.

KEY INDICATORS OF SERVICE EXCELLENCE

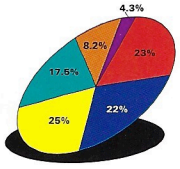
Consumer Ratings of Nintendo World Class Service Centers

Convenience
(Distance from service center)



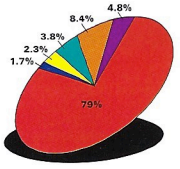
Miles
- 0 - 5
- 6 - 10
- 11 - 15
- 16 - 20
- 21 - 25
- 26 +

Repair Turnaround Time



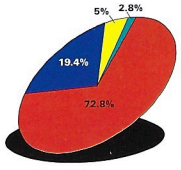
Days
- 0
- 1 - 3
- 4 - 8
- 9 - 14
- 15 - 20
- 21 +

Awareness



Percent
- Nintendo
- Referral
- Advertising
- Yellow Pages
- Friend
- Store Referral
- Other

Quality of Service

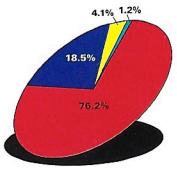


Percent
- Excellent
- Good
- Satisfactory
- Unsatisfactory

Delivering on a promise to be the best! Exceeding customer expectations is the primary goal of Nintendo World Class Service.

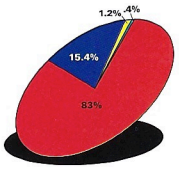
Nintendo Toll-Free Consumer Assistance Hotline Ratings

Accessibility



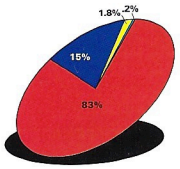
Percent
- Excellent
- Good
- Satisfactory
- Unsatisfactory

Courtesy



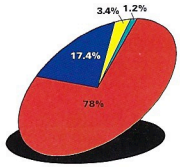
Percent
- Excellent
- Good
- Satisfactory
- Unsatisfactory

Friendliness



Percent
- Excellent
- Good
- Satisfactory
- Unsatisfactory

Knowledge



Percent
- Excellent
- Good
- Satisfactory
- Unsatisfactory

Source: Data based on random surveys mailed to consumers and returned to Nintendo January-April 1992.

Nintendo WORLD CLASS SERVICE®

Nintendo of America Inc.
P.O. Box 957
Redmond, Washington
98073-0957 U.S.A.

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BACKGROUNDER

COUNTERFEITING

NINTENDO HELPS IMPLEMENT PLAN TO THWART COUNTERFEITERS

Nintendo of America Inc. (NOA) applauds the recent decision by the United States Trade Representative (USTR) to include Taiwan on its list of countries it claims are violating the protection of intellectual property rights (copyrights, trademarks, patents). According to NOA's general counsel, Lynn E. Hvalsoe, Nintendo and its licensees "have been victimized by Taiwan's failure to stop the counterfeiting of millions of video game cartridges, which are distributed worldwide." To cite one example illustrating the magnitude of the problem, a single counterfeit cartridge recently exported to Canada from Taiwan was found to contain 1100 infringing games.

Nintendo is extremely concerned about the pervasive piracy of video games not only because of the billions of dollars in sales it costs the company but also because of the damaging effects it has on consumers' perceptions of the quality of video games. The company is doing its utmost to make sure the quality consumers expect from Nintendo is protected.

THE TAIWANESE INFRINGEMENT PROBLEM

Experts target Taiwan as the world's foremost violator of intellectual property rights. Based on U.S. Customs statistics for a six-month period in 1990-1991, Taiwan accounted for about 70% of *all* counterfeit computer hardware and software and electronic products seized by U.S. Customs. Moreover, Taiwan's existing copyright law is inadequate. Among

-- more --

other problems, convicted counterfeiters can commute their sentences with payment of a small fine.

In 1987, Nintendo first became aware that companies in Taiwan were producing counterfeit hardware and software compatible with the Nintendo Entertainment System®. One year later, Taiwanese companies began exporting the imitation products to the United States and Canada.

Taiwan is considered the major producer of counterfeit video game cartridges because of its vast technological industry base. This also is due in large part to the the attitude of the Taiwanese government. The Government of Taiwan created, funded, and has continuing ties to Taiwanese microcomputer chip industries, including United Microelectronics Corporation (UMC), the focal point of the Taiwanese infringement industry. The Taiwanese Government owns about 30% of UMC's stock. UMC manufactures Read Only Memory (ROM) semiconductor chips containing Nintendo's copyrighted games which it in turn sells to assemblers of counterfeit games. Either the assemblers or trading companies then export the illegal games to the U.S. and throughout the world.

Nintendo of America Inc. believes there are a number of steps Taiwan could take to substantially reduce the piracy of video game cartridges. If UMC and other Taiwanese chip manufacturers stopped selling the infringing ROM chips, it would significantly reduce the production of counterfeit video games. If the Taiwanese government instituted effective monitoring of software exports, specifically including video games, PC boards and separate chips, this would reduce Taiwanese infringement dramatically. In addition, the Government of Taiwan should enact the draft copyright law currently under consideration, increasing the possiblility of improved enforcement of copyrights in that country.

-- more --

THE ECONOMIC IMPACT ON NINTENDO OF AMERICA

In general, counterfeit video games from Taiwan are sold in "multiple game-in-one cartridges." As mentioned earlier, one cartridge reportedly contained 1100 games.

Nintendo generally sells only single game cartridges. Therefore, each sale of a typical Taiwanese counterfeit cartridge results in a much greater loss than one sale for Nintendo and its licensees.

Based on its own calculations, Nintendo of America conservatively estimates losses attributed to counterfeit software sales in the U.S. alone at more than one billion dollars at the wholesale level in 1990. At the retail level, losses for the same period exceeded one and a half billion dollars. While those lost sales represent the damage to Nintendo and its licensees, they are not the only ones to suffer adverse economic effects from the piracy of video games. Companies, such as film and character licensors, which grant the rights to game characters, film titles, or other famous marks to video game developers, lose royalties due to prodigious sales of the counterfeit video game products.

In addition to the industry loss, consumers also suffer from Taiwanese counterfeit activities. Companies in Taiwan are becoming more skilled in eluding U.S. Customs which have been very effective in seizing counterfeit video game cartridges. Instead of shipping completed games for entry into the U.S., importers now often attempt to import the games' components separately making them less susceptible to border detection. These techniques also result in poor quality games because the ROM chips often are imported without protection against dirt, dust and static electricity which can destroy or degrade programs on the chips. Furthermore the process of assembling the components into a game is often conducted in a sloppy and inferior manner. Millions of Nintendo Entertainment System® consoles and Super Nintendo Entertainment System® consoles are equipped with an improved security system to block the use of pirated games.

-- more --

NOA'S ENFORCEMENT EFFORTS

Thanks to numerous seizures by U.S. Customs, many counterfeit Nintendo products never make it across the U.S. border. In addition, two years ago, Nintendo of America commenced an international campaign directed against video rental outlets and other retailers, distributors and importers who were renting or selling counterfeit games. In the U.S. alone, Nintendo has filed more than two dozen civil enforcement actions against more than 100 defendants in Federal Courts. Worldwide, Nintendo has aggressively pursued actions in Canada, Korea, Hong Kong, France, the U.K., Italy and Greece, among others, attempting to curtail the influx of infringing games into new and developing markets. Government authorities have also brought criminal infringement charges against many defendants in the U.S. and Canada.

According to Hvalsoe, Nintendo "will not stop its campaign to combat the production and sale of counterfeit Nintendo video games. We will continue to draw on all available legal and political resources to stop the outrageous conduct by foreign counterfeiters, particularly those in Taiwan."

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BACKGROUNDER

VIDEO GAMES AND POPULAR CULTURE

As part of the twenty-second annual Popular Culture Association Conference held this past March in Louisville, Kentucky, Nintendo of America Inc. underwrote a first-ever symposium on video games in U.S. society. The Conference on Video Games in American Popular Culture served as a forum for researchers and academicians to discuss their views and present ground-breaking research on the impact video games have on both their players and our culture as a whole.

"I don't believe anyone ever expected video games to have such a fundamental effect on our society in so many areas," commented Dr. Christopher Geist, popular culture professor at Bowling Green State University and video games conference organizer. "These games have become an integral part of the fabric of American life, changing the way we think, the way we learn and the way we see the future. That's why we felt it was important to examine them at the conference."

Participants were greeted at a welcoming session by a 3-D, virtual reality representation of Mario, Nintendo's popular video game character. Subsequent sessions and panel discussions explored a wide range of topics, including video games in psychological therapy; the role of video games in the enculturation of children; video games and learning skills; trends in video game preference; and video games in physical fitness.

-- more --

Video games are more than just toys that challenge or excite players," said conference presenter and University of Connecticut sociologist, Dr. Andrew Yiannakis. "Many researchers believe that the serious relationship that is established between the player and the machine, and the interactive nature of that experience, can have important sociological functions as well."

Both presenters and conference attendees also had a chance to try their hands at new games for the Super Nintendo Entertainment System and the Game Boy portable video game system.

"Video games are among the most compelling of recent technological innovations," said Peter Main, vice president of marketing for Nintendo of America. "Striving for a better understanding of the phenomenon of video games in our society through expert research and dialogue, gives us invaluable insight into what role they might play in our society in the future," he added.

Nintendo has long taken a leadership role in exploring the potential of video games beyond entertainment, as is evidenced by the learning and play research Nintendo currently is funding through a $3 million grant to MIT's Media Lab. The company also frequently provides researchers and academics with product and information to aid them in carrying out individual studies.

Nintendo estimates that more than 55 million Nintendo video game systems will be in play in the United States by the end of 1992. Currently, one third of American homes have at least one Nintendo video game system.

The Video Games in American Popular Culture Conference was set within the larger parameters of the Popular Culture Association Conference, which examined a colorful array of American cultural elements in addition to video games. A transcript of the Video Games in Popular Culture Conference will be available in June 1992.

-- more --

Popular Culture 3-3-3-3-3

The Popular Culture Association is an organization dedicated to the study of cultural elements, both artistic and commercial, designed for mass-consumption and which reflect values supported by American and world society.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond Washington-based company is headquarters for the company's marketing operations in North America, and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

# # #

BACKGROUNDER

VIDEO GAMES: A HIGH-TECH TEACHER

In recent years, it has become apparent to most parents and educators that, as technology changes the landscape of today's society, it also changes the face of traditional education and learning. An unprecedented variety of teaching tools now are available for use in homes and classrooms, including personal computers, multi-media presentations and -- not insignificantly -- video games.

Video games have become an enormously pervasive element in American culture. Many wonder whether the games hinder or help a child's learning, socialization and psychological development. The unique interactivity of the games and their ability to capture a child's attention for long periods of time have led the academic community to begin serious exploration into the potential of video games in a variety of areas, particularly in the educational arena.

Much of this research is highly supportive of video game play, showing that it creates a dynamic and motivating environment that requires the development of a wide range of cognitive skills essential to learning. Children then use these skills in other learning situations including traditional classroom subjects.

University of Missouri research psychologist, Peter Frensch explains that reaching goals in video games "requires sophisticated knowledge acquisition and performance skills...utilized in everyday problem-solving." He concludes that video games "will foster problem-solving ability in a wide variety of domains and may possibly enhance school performance as well."

-- more --

According to clinical psychologist Stephen Micheleson, video games also are responsible for developing intellectual, planning and organizational skills, long- and short-term memory and keen eye-hand coordination.

Perhaps one of the most important benefits video games provide young children is an entertaining and non-intimidating way to become familiar with advanced technology. Andrew Yiannakis, University of Connecticut researcher points out that "by mastering video games, [children] learn early in life that technology can be mastered and controlled. These lessons are important, since they can mean the difference between taking charge of technology or becoming enslaved by it."

Nintendo Co. Ltd. currently is underwriting a 3-year study by Seymour Papert of MIT's Media Laboratory to explore how children use video game play to sharpen their ability to solve problems and assimilate ideas. Papert, who expects to present his findings this year, is studying the elements of video game play that make it fun and motivating, with the goal of transferring those elements to the classroom. Papert feels that, in order to communicate with kids, teachers and parents need to "work from within the culture as it is. And video games are part of that culture."

Video game studies continue nationwide in such diverse areas as learning disabilities, hospital rehabilitation and group therapy for children. Although many things have been discovered, identified and proven, according to most researchers, there is still a lot to learn. And the more questions they are able to answer, the more parents, teachers and children alike can effectively use video games to enrich their learning and their lives.

# # #

VIDEO GAME INDUSTRY HISTORICAL REVIEW

1979

- Pong, a game introduced in 1976, continues to lead the video game market.
- The video game craze begins in earnest with the first shipment of the Atari system.
- Total market dollar value for video games (hardware, software and accessories is $330 million.)

1980

- Atari's 2600 system dominates the market with a 44 % share.
- Americans spend $464 million on video games.

1981

- Industry sales double to almost one billion dollars with Atari leading the way.
- Mattel enters the market with $250 million in sales.

1982

- Video game sales skyrocket to $3 billion late in the final quarter of the year. Atari reports $1.7 billion dollars in sales.
- Colecovision enters the market with $286 million in sales.

1983

- In the first quarter of the year, the video game market hits its peak, but dumping and discounting become rampant in the last half of 1983 as poor quality games flood the market.
- Sales drop to $2 billion, a 33 % decrease by year-end.

Industry Historical Review *(Continued)*

1983 *(Continued)*

- In an attempt to salvage investments in technology and manufacturing, video game makers enter the home computer industry; and Coleco fails to deliver the Adam home computer in time to meet crucial Christmas orders.
- By year-end, software prices dip dramatically. Games which had sold for $35 become available for $5.
- Nintendo Co. Ltd. (Kyoto, Japan) introduces Family Computer System (Famicom) in Japan.

1984

- Atari shows its latest product -- the 7800 -- but withholds it from the market.
- Video game sales fall to $800 million.
- Coleco ceases manufacturing; Mattel closes its electronics division and Warner Communications sells Atari at a firesale price.

1985

- Balance of first generation video game companies withdraw from the market or reorganize.
- The video game industry continues to flourish in other countries; in Japan, consumers purchase more than 6.5 million Nintendo Family Computer systems (Famicom).
- Total U.S. market sales hit a record low of approximately $100 million.
- In late autumn, Nintendo successfully test markets the Nintendo Entertainment System® (NES™) -- the first of a new generation of video games -- in New York.

Industry Historical Review *(Continued)*

1986

- Nintendo of America Inc. uses improved technology to lead the resurgence of the home video game market by introducing the NES across the U.S.; other manufacturers include Sega, Atari and INTV.
- Nintendo sells more than one million systems and captures more than 70 % of the "new generation" home video games sales.
- "New generation" video game manufacturers sell 1.4 million units; Nintendo of America Inc. sells 1 million alone.

1987

- Nintendo predicts industry retail sales of $825 million, with the company's share accounting for $650 million -- sales that surpass the Cabbage Patch Kids at their peak. Actual retail sales reached $1.1 billion for the industry, and $800 million for Nintendo and its licensees.
- Sega signs a marketing and distribution agreement with Tonka, and Atari reopens its video game division.
- The home video game industry sold approximately 4.1 million units of hardware, with Nintendo's share of those sales at three million units.
- "The Legend of Zelda"® becomes the first million seller of the new generation of home video game software.

1988

- Retail sales reach $2.3 billion, comprised of more than seven million units of hardware sales and 33 million units of software sales.

Industry Historical Review *(Continued)*

1988 *(Continued)*

- Nintendo launches the "Power Set®," featuring an interactive control mat -- the "Power Pad®" -- which allows a player's body movements to control the action of characters on the screen.
- Both "The Legend of Zelda"® and "Mike Tyson's Punch-Out!!"® hit sales of two million units.
- Nintendo introduces sequels to its most popular titles with the launch of "Super Mario Bros. 2"® and "Zelda II -- The Adventure of Link."®
- More adults and more females become video game fans. Nintendo's data shows 20 % of its players fall into the 25-44 year-old range, while 25 % are female.
- Nintendo's number of third-party developers grows to 36.

1989

- Nintendo's family expands to incorporate a total of 50 third-party software and accessory licensees.
- The home video game industry reaches $3.4 billion in retail sales.
- **NINTENDO POWER™** magazine becomes the largest paid-subscription publication in its age category with more than one million subscribers.
- Nintendo introduces Game Boy®, a portable video game system with interchangeable cartridges and stereo sound.
- 16-bit video game systems, the Sega Genesis and the NEC Turbografx-16 are introduced.

Industry Historical Review *(Continued)*

1989 *(Continued)*

- Nintendo introduces "Tetris,"™ the first Russian-developed video game to be produced in America.
- Sega begins to contract with several third-party licensees.
- Nintendo inaugurates the NES Hands-Free controller, specially developed to allow the physically challenged to enjoy video game play.
- U.S. household penetration of the NES reaches 22 %.

1990

- The home video game industry reaches $4 billion in retail sales, of which $3.4 billion is attributed to the sales of Nintendo and its licensees.
- U.S. household penetration of the NES reaches 30 %.
- "Super Mario Bros. 3,"™ Nintendo's first 3-megabit title, is introduced and sells seven million units by the end of 1990, making it the best-selling video game of all time.
- Nintendo's Super Famicom 16-bit video game system is introduced in Japan.
- More than 500,000 video game fans participate in the Nintendo PowerFest,™ a 30-city tour featuring the Nintendo World Championships™ video game competition.
- Atari introduces its version of a handheld video game, the Lynx; NEC showcases the handheld Turbo Express.
- Nintendo introduces the MMC6 chip in selected game titles, using the 8-bit system's graphics capabilities to full capacity.

Industry Historical Review *(Continued)*

1990 *(Continued)*

- Nintendo has an 85% share of home and personal video game dollars. Sega and NEC combined capture a 5.8 % share of hardware unit sales with their 16-bit systems.

1991

- The 16-bit Super Nintendo Entertainment System® (Super NES™), featuring 3-D graphics and digital stereo sound, is launched in the U.S.
- The NES reaches an installed base of 31.7 million systems across the nation (1 in 3 homes); Game Boy exceeds 8 million total units sold; the new Super NES is already in 2 % of U.S. homes selling more than 2 million units in only four short months at retail.
- The Nintendo Campus Challenge, a national video game competition, tours 54 colleges across the nation.
- Sega introduces its portable video game system known as Game Gear.
- Nintendo's number of third party developers grows to 61 for the NES, 62 for Game Boy and more than 100 for Super NES.
- 1991 Super NES sales reach 2.1 million units (August - December).
- 35 % of all NES primary players are adults and 29 % are female; for Game Boy, 46 % are adults and 44 % are female.
- The home video game industry surpasses 4 billion dollars in retail sales, of which 3.5 billion dollars are attributed to the sales of Nintendo and its licensees.

Industry Historical Review *(Continued)*

1992

- Nintendo introduces the Challenge Set,™ which is comprised of the NES control deck, two controllers and the "Super Mario Bros. 3"™ game pak.
- Nintendo introduces the Super NES Super Scope 6,™ the most advanced infrared game firing device developed for any video game.
- Yoshi, Mario's dinosaur companion, becomes the star of a new series of NES and Game Boy adventures.
- Nintendo of America Inc. projects retail sales of $4.7 billion; industry retail sales of $5.8 billion.
- Nintendo of America Inc. releases more software games in the second half of 1992 than in any other time in history.
- Nintendo of America's new "Zelda III™" game, "The Legend of Zelda: A Link to the Past"™ sells at a faster rate in a shorter period of time than any Nintendo or Nintendo licensee game to date.

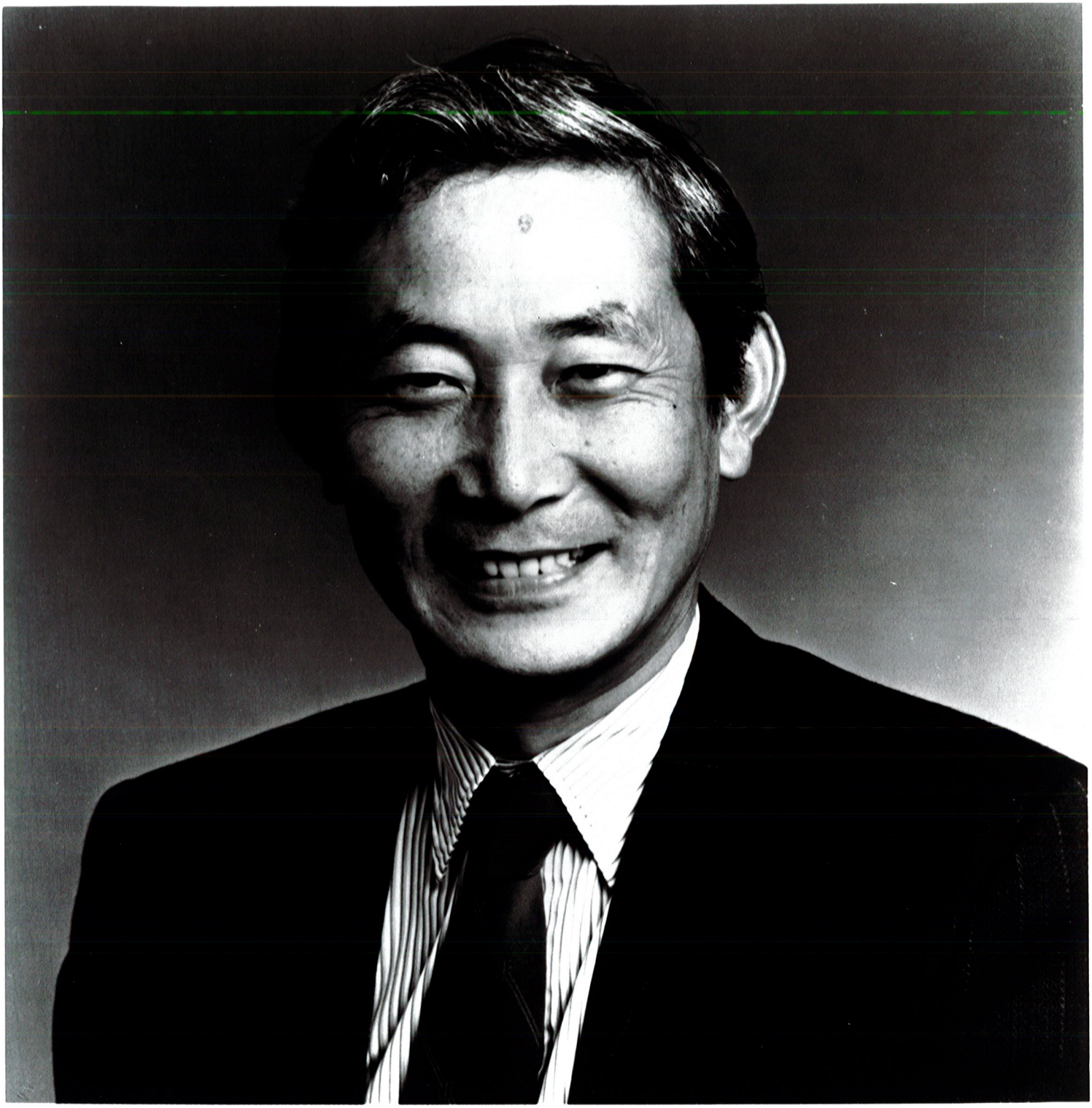
Minoru Arakawa

President
Nintendo of America Inc.
Redmond, WA

Minoru Arakawa is the President of Nintendo of America Inc., the U.S. subsidiary of Japan's leading manufacturer of electronic games, Nintendo Company Ltd. His responsibilities include managing the consumer home video commercial and coin-op division of the company.

Prior to joining Nintendo, Arakawa was an executive with Marc-narod, a Canadian construction firm based in Vancouver, British Columbia.

Arakawa received his bachelor's degree in civil engineering from the University of Kyoto, Japan. He also holds a master's degree in civil engineering from Massachusetts Institute of Technology.



MINORU ARAKAWA
President
Nintendo of America Inc.
Redmond, WA

Contact: Hill & Knowlton

Howard C. Lincoln

Senior Vice President
Nintendo of America Inc.
Redmond, WA

Howard Lincoln joined Nintendo of America Inc. as Senior Vice President in 1983. He is responsible for the licensing, legal, finance and credit departments of the company. He also oversees the company's personnel, data processing and administrative functions.

Prior to joining the company, Lincoln practiced law as a managing partner at Sax & MacIver, a corporate and commercial law firm in Seattle, WA. Previous to that, he was a lieutenant in the U.S. Navy in the Judge Advocate General's Corps.

Lincoln is a graduate of the University of California at Berkeley, and holds a law degree from Boalt Hall, the University of California School of Law.

HOWARD C. LINCOLN
Senior Vice President
Nintendo of America Inc.
Redmond, WA

Contact: Hill & Knowlton
(206) 682-6944

Peter T. Main

Vice President, Marketing
Nintendo of America Inc.
Redmond, WA

Peter Main joined Nintendo of America Inc. as Vice President, Marketing in April 1987. In that capacity, he directs all sales and marketing activities for the Nintendo Entertainment System®, game paks and peripherals, as well as Game Boy™ and Super Nintendo Entertainment System® products in the United States, Canada, Mexico and Latin America.

Prior to joining Nintendo, Main was president and chief executive officer of White Spot, Limited, the largest and most diversified food service operation in British Columbia.

Main was with White Spot since 1983. Prior to that time he held a variety of leadership positions with other major Canadian corporations, including Western Professional Colour, Controlled Foods Corp., General Food Limited and Colgate Palmolive Inc.

Peter Main holds an honors degree in business administration from the University of Western Ontario.

PETER T. MAIN
Vice President, Marketing
Nintendo of America Inc.
Redmond, WA

Contact: Hill & Knowlton

Bruce Donaldson

Vice President, Sales
Nintendo of America Inc.
Redmond, WA

Bruce Donaldson joined Nintendo of America Inc. as Vice President, Sales in January 1986. In that capacity, he established and directs a national field sales force and was instrumental in the national roll-out of the Nintendo Entertainment System® in 1986.

Prior to joining Nintendo, Donaldson was Vice President of Platt Music Corporation for three years, where he had national responsibility for twelve company divisions.

Previously, he held several positions in sales management with Mattel Toys and Mattel Electronics. Among his responsibilities at Mattel, Donaldson oversaw the national introduction of the Intellivision Video Game System.

A native of New Jersey, Donaldson holds a bachelor of science degree in business administration from Davis and Elkins College, West Virginia.

BRUCE DONALDSON
Vice President of Sales
Nintendo of America Inc.
Redmond, WA

Contact: Hill & Knowlton
(206) 682-6944

Bill White

Director, Marketing and Corporate Communications
Nintendo of America Inc.
Redmond, WA

Bill White joined Nintendo of America Inc. as Director, Advertising and Public Relations in August 1987. In 1992, he was promoted to Director, Marketing and Corporate Communications. In that capacity, he oversees all corporate communications and entertainment marketing.

Before joining the company, White was director of Marketing for Microrim, a computer software company based in Redmond, Washington. Prior to that, he was a Group Marketing Manager for the Heinz Pet Food Company in Los Angeles. Prior to joining Heinz, White held various brand management positions with Carnation in Los Angeles.

A native of Stamford, Connecticut, White earned a bachelor's degree in business/marketing from the University of Southern California and received his MBA from Loyola Marymount University.

BILL WHITE
Director of Marketing
and Corporate Communications
Redmond, WA

Contact: Hill & Knowlton

Perrin Kaplan
Corporate Communications Manager
Nintendo of America Inc.
Redmond, WA

Perrin Kaplan joined Nintendo of America Inc. as Corporate Communications Manager in March 1992. In that capacity, Kaplan coordinates all public relations and community affairs activities for the company.

Before joining Nintendo, Kaplan was a vice president at The Rockey Company, a Seattle-based public relations and public affairs firm. Prior to that, Kaplan worked as a member of the Washington State Department of Ecology's public affairs team.

Kaplan has also worked on the Washington State Senate communications staff and was a reporter/editor for KING Broadcasting, Seattle's NBC affiliate.

A Seattle native, Kaplan holds a bachelor of arts degree in communications and political science from the University of Washington.

PERRIN KAPLAN
Corporate Communications Manager
Nintendo of America Inc.
Redmond, WA

Contact: Hill & Knowlton

Nintendo
ENTERTAINMENT SYSTEM
SUPER NINTENDO
POWER
RESET
Nintendo GAME BOY
SELECT
START

With its three-product line-up, the Nintendo Entertainment System,® the Super Nintendo Entertainment System® and the portable Game Boy,® Nintendo of America Inc. offers players the choice of three interactive entertainment experiences.

Contact: Don Varyu
or Karyl Levinson
HILL AND KNOWLTON, INC.
206/682-6944

NINTENDO ENTERTAINMENT SYSTEM
CHALLENGE SET™
THE SYSTEM THAT SET THE STANDARD!
■ ASTOUNDING GAME GRAPHICS
■ VIVID COLORS & SOUND
■ HIGH-POWERED ACCESSORIES
■ INCLUDES SUPER MARIO BROS. 3 GAME PAK
Nintendo ENTERTAINMENT SYSTEM
SUPER MARIO BROS. 3
Official Nintendo Seal of Quality
Nintendo

The new packaging for Nintendo's 8-bit system -- the Challenge Set® -- will include the Nintendo Entertainment System,® two controllers and the all-time best selling software cartridge, "Super Mario Bros. 3."™

Contact: Don Varyu
or Karyl Levinson
Hill and Knowlton, Inc.
206/682-6944

SUPER NINTENDO
POWER
RESET
EJECT
SUPER NINTENDO
X
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Nintendo brings expanded memory capacity, superior graphics and advanced stereo sound to video game fans with its 16-bit Super Nintendo Entertainment System® (Super NES™). Packaged with Super Mario World,™ the Super NES retails for $149.99.

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Nintendo's Game Boy® is a portable video game system, which brings the sophistication of the Nintendo Entertainment System,® the world's most popular video game system, to the palm of a player's hand.

The system features an 8-bit central processing unit, which is fully dedicated to game play; stereo earphones for private play; Game Link™ cable hook-up, which allows two Game Boys to be joined for competitive play; the Tetris™ game pak and four AA batteries.

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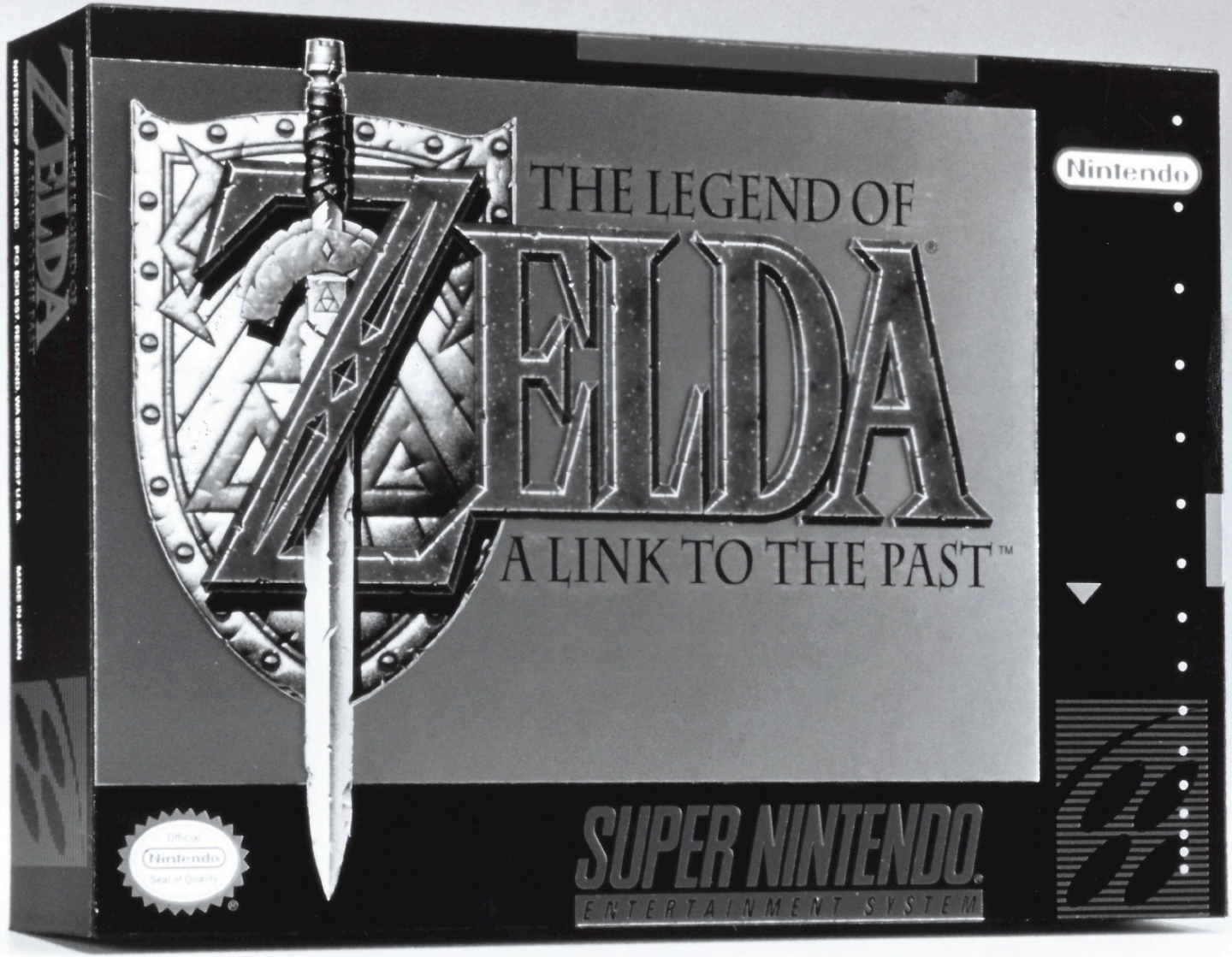
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"The Legend of Zelda® -- A Link to the Past,"™ brings the third adventure in the best-selling "Zelda" series to advanced technology of the 16-bit Super Nintendo Entertainment System® (Super NES™). Players must rescue the kingdom of Hyrule from an evil magician and his monsters. The game sells for a suggested retail price of $49.95.

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An accessory designed exclusively for the Super Nintendo Entertainment System® (Super NES™), the Super NES Super Scope 6,™ allows players to use infrared technology to aim at the video game screen from virtually any position in the room.

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The portability of the Game Boy® system offers players the opportunity to take the power of Nintendo® -- hardware and software -- anywhere. With the help of the Game Link™ cable, two players can connect their Game Boy systems and join in head-to-head competition on such games as "Tetris,"™ which is packaged with Game Boy; "Baseball;" "Nintendo World Cup;"™ "Golf;" "Tennis;" "Qix;"® "Radar Mission;"™ and "Dr. Mario."™ Other games available for individual play include "Alleyway,"® "Super Mario Land,"™ "SolarStriker"™ and "Balloon Kid."™ The Four-Player Adapter, a Game Boy accessory, was designed to allow four players to link up for simultaneous competition on "F-1 Race"™ or "Super R.C. Pro Am."®

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More than 200 game play counselors at Nintendo of America's Redmond, Washington headquarters answer over 50,000 calls per week from consumers seeking game tips and product information. The game counselors are on call from 4 a.m. to midnight (PST) and can be reached at (206) 885-7529.

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